

SPECIAL NEWSPAPER PUBLISHERS' NUMBER.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. F. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. III. NEW YORK, DECEMBER 24, 1890. NO. 26.

The answer to the question

How much can you lift?

depends on what you lift with.

Archimedes said, "Give me a
fulcrum on which to rest,
and I will move the earth."

Many a Business has enough

Capital and Energy

and yet barely holds its own,
or fails altogether because these
forces are not wisely utilized.

If you would move the world of trade, try the fulcrum of Newspaper
Advertising. Our Experience and Facilities will enable you
to do this to the greatest possible advantage.

N. W. AYER & SON,
Newspaper Advertising Agents,
PHILADELPHIA.

*Extract from Letter
from Ellen Le Garde.*

"I was sitting lunching in the Dorothy restaurant in London when a lady handed me "Woman," a little English magazine, and the first thing I opened to was a cutting—without credit—from my Ida Lewis article in THE LADIES' HOME JOURNAL. That evening I received two American papers, with a part of the article in each, marked. *The London Standard* and *Liverpool Mercury* soon after had quotations. The *Woman's Penny Paper* had another, and then I lost count. I found on the steamer over and back it was quite an honor to have written the article, for every other person I met going and coming 'cross the ocean somehow recognized my name, as they were subscribers to THE LADIES' HOME JOURNAL."

*Extract from Letter
from Kate Tannatt Woods.*

"Among the last batch of letters forwarded me from your office, I find one from Southern India commenting upon one of my articles in THE JOURNAL. I think this completes almost a circuit of the Earth from letters received regarding my JOURNAL work. It makes one almost tremble when pen in hand, I think of such influence and power."

Circulation and Influence are combined in the largest quantities, in the **LADIES' HOME JOURNAL.**

Half a million copies each issue—

Rates \$2.50 and \$3.00 per line.

CURTIS PUBLISHING CO.,
Philadelphia, Pa. .

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1930.

Vol. III

NEW YORK, DECEMBER 24, 1890.

No. 26.

HOW TO SUPPRESS THE CIRCULATION LIAR.

Following up the suggestions of the publishers of the *Ladies' World*, made in your issue of October 31, the accompanying plan is presented in the belief that it will tend to accomplish the ends aimed at in that communication in remedying an abuse to which the law is never applied.

In conversation with a number of managers and publishers of largely circulated magazines and monthly publications, the writer finds that there is a disposition to band together for the purpose of defeating circulation falsifiers and for promoting confidence in the honest circulations—all of these gentlemen being ready to enter heartily into any plan for suppressing circulation exaggerations. Appreciating the fact that an honest disposition upon the part of the publisher will do more to suppress the dishonest practice of promising more than is given in point of circulation than could be accomplished in any other way, the following suggestion is presented as a radical remedy for a condition which, though underserved by the great majority of publishers, unfortunately affects all by creating distrust in their statements of circulation:

First. An association should be formed, composed of publishers of magazines, weekly, semi-weekly and monthly publications having large, general circulation, admitting only members who are willing to guarantee, under bond, any claim for circulation they may make through the association.

Second. The association should be incorporated, and each publisher, becoming a member, required to execute to the association a bond sufficient in amount to compensate the association for any loss it might sustain in guaranteeing the circulation claimed by such publishers.

Third. There should be a representative elected by the association, who would be authorized to procure, when requested by the advertiser, a statement of the amount of circulation that would be guaranteed for any particular publication connected with the association that such advertiser might wish to have a report upon, the association guaranteeing the amount of circulation to such advertiser.

Fourth. The advertiser should be required to pay a small fee for each report furnished him, receiving in connection with the report the guarantee that any shortage in circulation from that promised would be made good by the association in the return of whatever amount may have been overpaid.

Fifth. Should the publisher, after giving a guarantee of a certain amount of circulation, fail to make good his promises, it would be the duty of the proper representative to make a full investigation, and, if found to be short of what was promised, the association should return a proportionate amount of what shall have been paid by the advertiser for that particular publication under its guarantee, and would then collect from the publisher, upon his bond, such sum as had been returned to the advertiser, together with such additional amount as may have been fixed upon as a fine for failure in keeping faith with the association. In addition to this, it might be well to expel any member falsifying his circulation.

Many publishers know from experience that circulations fluctuate a great deal, and that often they are not able to guarantee far in advance of any particular issue as great an amount of circulation as they might afterwards have; but while guaranteeing that the circulation would not fall below a certain amount, the publisher would have an opportunity of explaining any possible increase above his guarantee that he should have reason to anticipate.

Many advertisers in making up their lists underrate the statements of circulation given them, and some go so far as to allow for but half of what is claimed. If they were guaranteed absolutely that they would receive the full amount promised, they would then allow for all circulation claimed, instead of chopping such estimates in half, and yet feeling that perhaps they were not getting even the amount on which they estimate.

Nothing is lost to the publisher by frankly taking his advertising patrons into his confidence and letting them know exactly what they are receiving, even though the publisher cannot make a showing equal to that of his rival who falsifies his statements; and for a number of honestly disposed publishers to band together and guarantee the circulation claims of each other would be to inspire confidence in all of their mediums among those who are placing advertising.

HORACE DUMARS.

THE LAMENT OF A PUBLISHER.

This is a story of what many a publisher *might* have told me:

"I started a newspaper fully determined to make it a model of its class; no variation was to be permitted in style or make up; no black cuts were to disfigure its columns; no big type was to astound the reader. My advertising did not grow very fast, and I found it necessary to pay very liberally, and on salary. My representatives declared the limitations I put on my columns prevented them from securing business which other papers carried. Active-witted fellows they were indeed. I have no cause to complain of the way in which they worked on other people or on me. One day they showed me in triumph a copy of the *Sunday Herald*, in which the column rules on the front page were broken to admit of an advertisement of its foreign edition. I agreed to waive the rule regarding broken columns, and the very next day they put quite a little advertising into the paper. A week or two later my advertising manager had a long talk with me, in which he held up to commendation the course of the *Philadelphia Ledger*. After I had thoroughly committed myself to an indorsement of its course, he pulled out a copy and showed me that Geo. W. Childs had

admitted moderate display to be used in his advertising columns.

"I had money in the bank, but not as much as Geo. W. I had a paper that I was proud of; but I could not help feeling that I would have been possessed of more pride if I owned the *Philadelphia Ledger*, so I consented to the use of moderate display. My best solicitor came to me next day with a very anxious look on his face. I could hardly account for it when I understood that he had secured the promise of the *Cleveland Baking-Powder* advertising. Then he connected this good piece of news with a desire to leave my employ, which fact he politely but firmly devalued in the conversation which ensued. My wonder increased until I found that the *Clevelands* required that the advertisement should go at the top of two columns of pure reading matter, surrounded by pure reading matter, in the center of the fifth page of the paper. 'Never!' I was about to say, when he laid down a copy of the *New York Sun*, the model of journalism, and back of that a copy of the *New York Times*! I thought of Dana's reputation and Jones' big building. My agent declared that if such advertising as *Cleveland's* was excluded from the paper, it did us more damage than the simple loss of the patronage. He assured me that he 'could not chop wood and not see the chips fly,' and that if I insisted on excluding this desirable business he would be obliged to seek pastures new. I agreed to do as Dana and Jones had done.

"I little realized the consequences. That bright advertising man turned the corner on *Cleveland's* folks by writing the contract 'top of column, center of fifth page, flanked by advertising matter.' As the bottom of the advertisement would not be called flank, it was used to ring in advertising to go below the *Cleveland's* space, and since the page had been broken at the top he more readily obtained my consent to fill those columns all the way to the bottom.

"I gave up in despair, and to-day I have what to my mind is far from an æsthetical looking paper, but honesty compels me to admit that, waiving the question of appearances, the income of the paper is far greater than it formerly was, and that I see more prospect of joining the rank of successful journalists than I did at the outset. The close calculations which I made towards the close of the year convince me that

if I had not listened to my quick-witted canvassers, the editors and reporters might have pressed me for their salaries while the till of the paper was being offered to the highest bidder."

Fiction or fact, as you will, it serves to point the moral which I desire to impress.

ARTEMAS WARD.

ADVERTISING RATES IN LOCAL NEWSPAPERS.

The following letter, the editor of PRINTERS' INK has asked me to reply to from the newspaper publisher's standpoint, with a view to helping the inquirer and others like him out of their difficulties:

LAWRENCEBURG PRESS,
LAWRENCEBURG, Ind., Nov. 20, 1890.
Editor of PRINTERS' INK:

I am wrestling with the problem of constructing an advertising scale suited to this latitude, but have struck several "snags," and hence write inquiring if you have any card of rates from which I could start as a basis. The enclosed proof is a scale that I made before we lengthened our columns to 26 inches, but the objection I have—I should say the business men have—is the great difference between a six months' rate and a yearly one. In trying to make another scale I started on 50 cents for one inch one month, 25 cents for each additional month, making \$3.25 per year. But when I found that a column one month would cost \$13, I saw that that was too steep, considering that we do not ask but \$5 for an entire year. I have worked out the scale as far as 13 inches—half column—carrying it through for a year, and have also arranged a system of quarterly discounts for prompt-paying advertisers, amounting to two per cent per quarter. To illustrate: A two-inch advertisement one month would be \$1.00; each additional month, 40 cents, making \$5.40 for one year; allowing discount of 40 cents, or 10 cents per quarter, would leave \$5.00 per year. So far, so good—it seems to me. But the advertiser can't see why we should charge \$3.00 for six months and \$5.00 for a year. Or, say, on a 10-inch advertisement, \$13.00 for six months, and only \$21.00 for a year—that is, after allowing \$1.60 in quarterly discounts. Do you think the scale out of ratio? Can you offer any suggestions or send me any card of rates that shall "lead me at last to the light?"

E. S. SMASHEY,
Business Manager.

If any advice of mine will be of service to a brother publisher, I am sure it will give me pleasure to do whatever I can. I speak from experience. In 1884 I started the Plainfield *Evening News*, at Plainfield, N. J. The town is not a county seat, is some 24 miles from New York, had a population at that time of less than 9,000, and had two old-established and well-gotten-up weekly papers, one for each political party. Two previous attempts had been made to establish daily papers, but after struggling along a few years,

both—one after the other—died. It was not, I think, from any lack of journalistic ability on the part of either of the men. One now holds a \$125 per week position as city editor on one of the great New York dailies, and has always been in great demand because of his ability as a writer, and the other has been only a little less successful. They used the same style of schedule as is used by Mr. Smashey.

I started in the same field a few months after the last paper had failed. There was a strong prejudice against a daily in the town. Even the publishers of the weekly papers had difficulty to make ends meet. The one who run the most successful paper was compelled to dun his patrons weekly to raise money enough to pay his help. Now all that is changed. We are all prosperous. I went into the field a total stranger. Every one predicted my failure within a few months. Well, I had rough sailing for the first six months, losing from \$50 to \$100 per week. Yet I seemed to be doing a fine business, and I was certainly kept very busy, but somehow I could not stop the drain until I began to investigate the advertising schedule. It was on the same ruinous plan my predecessors had adopted. I spent many hours puzzling over that schedule, just as I can imagine my friend Smashey has spent, and I ended by throwing it into my waste-basket, concluding that to follow it another six months would put me in the sheriff's hands.

I started a new schedule, based upon my reasoning. First, I reasoned, what everybody admitted after six months' experience—that my paper was a benefit to the town. It is seldom a newspaper is not. I will say just here that there is probably not a more enterprising town of its size in the country—conceded by every one who knows anything about the matter. I figured out that every one of our merchants would spend willingly as much as he had spent—and it was not a question of space with men of such intelligence, so much as of effective display. Glancing over my advertising columns I saw display lines as large as double great primer, and much white space. I reasoned that no one holds a paper more than two feet away, and certainly such large type was unnecessary, while the white space did no good to either advertiser or publisher. Then I reasoned that the same amount of money divided so as to come to me from say, for ex-

ample, ten men would be preferable to having it all come from one. I could not give one merchant ten times the benefit, under all the circumstances, while I was sure the ten merchants would not feel the advertising bills a burden to them, and that they would be satisfied advertising pays. Well, I have not the space here to tell of all my reasoning, as I sat alone with my balance-sheet before me one evening in the fall of 1884, heedless of the fact that it had grown dark around me, so absorbed was I in my thoughts.

This was the result: I reduced my display type to have nothing larger or bolder than great primer Ionic. I utilized the hitherto waste white space, due to selling space by the column and to the merchant being unable to fill it. I decided to allow no reduction in price for extra space, but to allow it on time. I concluded that a merchant who could only afford to pay for one inch ought not to be encouraged to take two inches, and the man who could get benefit from two inches could well afford to pay twice the amount paid for one. I wanted steady advertisers, and the reduction was to induce them to be with me steadily. I made a schedule on that principle, and, what is of great importance, I resolutely stood by it when I found it not only pleased my advertisers better but changed my business from a losing one to one exceedingly profitable, so much so—well, I am correctly considered very prosperous, and my business a mint as it is. A six years' test has satisfied me that my schedule, properly handled, saved me.

Newspaper men, unfortunately for their own interests, do not always properly understand the position they occupy in their respective communities; if they did, they would come to agreements with each other on a consistent schedule that would yield them a profit manifold greater than they now receive and yet no more costly to their advertisers; but, on the other hand, more profitable. Without some agreement by Mr. Smashey with his contemporaries it would be difficult to carry out the reform I suggest that would benefit all.

I made remarks at the New Jersey Editorial Association at the annual meeting in 1887 on this subject to help a brother publisher present, who, after twenty years' experience, had found the schedule I condemn a delusion and a snare, and, in his despair,

arose and asked for light. To my surprise, the brief published synopsis of my remarks in the newspapers brought me hundreds of letters for six months afterwards, asking for the remarks in full, and other pointers, which, while I, from want of time, could not afford to answer in such a way by individual letters, convinced me that there were a great many who wanted only just such a little change of method to give them proper returns for the service they render their community. I later issued a paper on the subject, charging a trifle to reimburse me for my trouble, and received many responses manifesting utmost satisfaction. Such testimony, you may rest assured, has not diminished my faith in my plan. I want, in conclusion, to impress this fact—that it is the principle, not any particular price, I advocate. The publisher himself must be the judge of the value of the constituency he serves. If he values it too highly he will deter people from advertising, and if too low he equally injures himself. But I am sure if he places a fair value on his constituency and follows the simple plan I have suggested, he will be amply rewarded for his toil, and both he and his advertisers will be agreed in one respect at least—that advertising pays.

T. W. MORRISON.

TAKE PAINS.

PRINTERS' INK hit a nail squarely when it asked whether it is not a part of a publisher's business to look out for advertisements that run e. o. d. or on intermittent dates, or are ordered next to reading matter. It is troublesome, of course; but do not all other classes of men have to go to trouble in earning money? Why should publishers be relieved from taking as much pains as people demand from those in other lines of work?

The question seems to hinge on a fault which the publishers of PRINTERS' INK have long combated—the want of anything like system in many newspaper offices. With system, it would certainly be no hardship to comply with "special" orders. Do not publishers owe it to advertisers (from whose money the profits come) that they should adopt the quaint old motto: "We strive to please"?

The "want of pains" (in stating supposed facts) is evident even in news columns. For one thing, there is that

recent paragraph professing to give the advertising prices for leading journals and magazines. I have just seen a statement from which it appeared that the New York *Herald* had suspended, whereas the London edition only was meant. A paragraph lately printed represented a prominent advertiser (Mr. Pyle, of pearline) in an attitude of indifference—if not of hostility—toward the grocery trade, and implied that grocers handled pearline because they could not help themselves. A conversation with Mr. Pyle disclosed that the dealings between his house and the trade were really most cordial, and that there was no foundation for the paragraph.

A writer in PRINTERS' INK, not long since, assumed that the notorious Scotch-Oats-Essence advertising resulted in ruin, owing to the vulgarity of the advertising, whereas the fact was that the latter resulted in very heavy sales, the bubble being made to burst simply because an analysis showed poison in the essence. The best papers were used, and it was demonstrated that a great many persons could be charmed by advertisements that were coarse.

Gentlemen who publish, take pains with your contracts!

Gentlemen who write, take pains with your facts! W. W.

A READER'S CHOICE.

Let critics praise the thoughtful prose
Of warriors and of sages,
Let maidens linger o'er the verse
Wherein the poet rages—
From these I turn without regret
To Advertising Pages.

The authors drive unwilling pens
In search of novel plots;
The poet's lines are haunted by
The ghosts of those he blots;
We smell the artist's midnight oil
In all his lines and dots.

But oh! the Advertiser,
He seeks untraveled ways—
We feel the eager wish to please
In every word he says;
The other's toil is hired,
For leave to speak *he* pays.

No matter how inspired
The poet may seem to be,
For every foot I give his price—
Each throb is charged to me;
The Advertiser's efforts
Are always thrown in, free.

They greet one with "Good-morning!"
Sweet words of cheer and hope!
(What matter that they're followed
By hints of toilet soap?)
They offer us great padded chairs
In every kind of slope.

A cup of chocolate is brought
Upon a dainty tray;
Assorted jack-knives then are shown
In bluff and easy way;
You're asked to see Niagara,
And pressed to spend the day—

There's no time to be weary:
Before one has a chance
Up pops a "gent" in shirt-sleeves,
And with a backward glance
Displays invitingly a pair
Of his "Three Dollar Pants."

Typewriters by the dozen
Dazzle our eager eyes,
And each one "holds the record,"
And each one "took the prize,"
And when we read of any
The others we despise.

Of powders made for baking
There's but one pure in ten,
As proved by affidavits
Of scientific men;
You turn the page—and all's disproved
By men as wise again.

Behold a Queen Anne cottage
Where Cupid loves to dwell;
'Tis built for really nothing—
Just how, "our book will tell;"
And here are patent shingles
To roof the pretty shell.

Lo! fountain pens unnumbered,
"On trial," and the rest,
All used by Twain and Tennyson,
All guaranteed the best,
All worth their weight in—promises
After a six months' test.

We read of schools on mountain tops,
Of railroads to the sea,
Of cameras, revolvers,
Of tricycles and tea,
With gowns and gaiters, watches, clocks,
Each on a guarantee.

For agents, all are begging,
Though fortunes great are made
In books upon commission
And all expenses paid—
They offer farms for nothing
On maps and plans displayed.

In winter—here are heaters
With patent grate and flue;
In summer—ice-cream freezers,
Refrigerators, too;
And here are Broddingnagian fruits,
That grow in spite of you.

Oh! could I own a check-book
In Russia, edged with gold,
Backed by some banker's well-stored vaults,
And all his wealth untold,
I'd write to every one of them
A letter fierce and bold—

I'd order from each dealer
All he did advertise,
And all these dreams of luxury
At once I'd realize,
Then sit and open bundles
In a sort of Paradise!

—*Tudor Jenks, in the Century.*

A REMARKABLE EDITOR.

From the *Atlanta Constitution*.

Editor Shaver, of the *Chattanooga Evening News*, can turn out more copy in a minute than some editors can in a mile. He writes with both hands, editorials with the right and locals with the left.

HOW A NEWSPAPER DIRECTORY IS MADE.

The great amount of labor required to revise such a publication as the American Newspaper Directory is somewhat surprising. No one looking at this work from the outside could possibly conceive the amount of labor which is yearly expended upon its revision. It requires the united efforts of a large force of competent persons, for a period of six months, to make the changes which the vicissitudes of a year bring about. The American Newspaper Directory has been revised and reissued annually for the past twenty-two years, and while every year sees a marked improvement, still its publishers never have nor never will be able to assert that it is a complete directory, any more than the publisher of a city directory can truthfully state that his work is complete and contains the name of every resident of the city.

The book must be printed in sections. Consequently, section one has been printed some time before the last page is completed, and in consideration of the fact that hundreds of newspapers are born and die every month, it can readily be seen that while the last sections are being printed, a few unfortunate papers mentioned in section one may have died, some may have moved to more remunerative fields, some have changed hands, others have changed their subscription price, some their frequency of issue, while still others have changed their political doctrines. Hence, a paper in Alabama that was correctly reported as a Democratic weekly, published at Changeville, by John Sellout, subscription \$1.00 per year, when section one was printed, by the time the last form goes to press may have been bought out and now published as an independent daily, at Freshplace, by Henry Newman, subscription \$4.00 per year. Thus it is practically impossible to publish a newspaper directory containing 17,000 papers, and have it perfect. All that can be done is to do the next best thing and make it as nearly perfect as possible, and to this end Messrs. Geo. P. Rowell & Co. have devoted six months of every year, for the past twenty-two years, in unabated and energetic labor.

WHAT THE DIRECTORY AIMS TO BE.

The object of the publishers is to place before the public a directory which

shall be found to contain an accurate list of all the newspapers and periodicals published in the United States, Territories, Dominion of Canada and Newfoundland, together with a description of the towns and cities in which they are published—one which will enable the advertiser to quickly obtain some information concerning any paper or the place in which it is published. The following are a few points of information which are essential to every advertiser, and which, as a rule, can be found in the American Newspaper Directory:

What may be learned about a city or town—

Its resources.

Its population.

Its distance from the nearest place of importance.

Upon what railroad it is situated.

In what county it is situated.

Whether a county seat or court house, and its geographical location in the county.

What may be learned about a newspaper or magazine—

Whether published morning or evening.

Whether Democratic, Republican or independent.

What the circulation is.

What the subscription price is.

What the frequency of issue is.

Upon what days each week is issued.

The size and number of the pages.

Whether or no advertisements are inserted in its columns.

Whether illustrated or not.

By whom it is edited and published, also how long it has been established.

No expense or labor is spared which will aid in bringing to light any fact likely to perfect the correctness of information contained in the pages of the book.

In addition to the information given concerning publications, there are 97 different classified lists containing all the way from one to 868 papers each. All of these are arranged by thoroughly competent persons, and the utmost care is observed in order to assure correctness. These lists are practically indispensable to the advertiser in this advanced age of scientific advertising.

As the catalogue part of the Directory will permit of but small space being devoted to the description of each paper, the publisher is given the privilege of saying as much as he desires about his paper in the advertising pages of the book. But the publishers of the Directory do not in any way vouch for the accuracy of the matter contained in these pages.

THE REVISION OF THE AMERICAN NEWSPAPER DIRECTORY.

To realize, more clearly, the magnitude of undertaking to furnish such an

amount of information, let us look into the systematic way in which the work is executed, and get an idea of the perfection of the methods adopted for the revision. The first step taken is to address an envelope to every publication in the United States and Canada known to be published. In this envelope is sent a carefully edited set of eight circulars, setting forth the objects of the Directory and asking the publisher for the necessary information regarding his paper, its circulation and the place in which it is published, and with these is sent a stamped and ready addressed envelope in which his reply may be sent.

Next comes the task of securing the name and a description of every new publication. This work is never at a stand-still.

In the first place, a copy of every other directory, catalogue or list is obtained and compared with the American Newspaper Directory, for the purpose of discovering new papers. A weekly list is also obtained of all the papers admitted to second-class rates at the various post-offices throughout the country. All the co-operative newspaper unions send their lists of papers every week. Several press-clipping bureaus are at work all the year round collecting items from the press of the country in regard to new papers and newspaper changes. Considerable information is also gleaned from the regular office mail of Geo. P. Rowell & Co's Advertising Agency and similar sources. Taken together, these constitute a pretty complete chain of information. The next step in the system is to secure a copy of the paper, without having seen which no paper is allowed to be catalogued in the book. An application for the copy is sent to the address, together with a postpaid, self-addressed wrapper, and an offer to pay for the paper. As high as \$1.25 has been demanded and paid for a single copy of a periodical under such circumstances. The paper itself is first made the point of inquiry. Failing to obtain the desired information in this quarter, application is made to the postmaster, local business man, or a neighboring newspaper.

A record of all information gathered from any source whatsoever is kept throughout the year and verified whenever possible. These different measures, systematically carried out, exhaust all practicable means of obtaining the desired information, and it is upon

facts thus gathered that the work is revised.

Believing that it would prove interesting, a reproduction is given of a half-page from a revise book, showing the different changes brought about by the foregoing system. Out of the total number of 17,760 papers described in the 1890 edition, it is estimated that not 100 will appear in the next issue of the Directory without having some change made in the description.

CIRCULATION RATINGS.

As the most important portion of the information supplied by a mercantile agency consists of a report of the financial strength of the person about whom information is asked, so is the circulation of a newspaper generally considered the point upon which information will be of most value to the advertiser. The greatest possible care is taken to make the Directory reports correct. Every publisher is applied to systematically. All information is taken in a form which excludes any but definite statements; while every effort is made to protect honest publishers against such as would resort to disingenuous reports to gain an unfair advantage.

That the circulation reports in the Directory shall be reliable is of vastly more importance to its publishers than it can be to the publisher of any single newspaper. Every publisher of a newspaper is specially urged to give all the aid in his power to make the Directory reports accurate.

The first sentence of the circular sent to every publisher requesting a statement of his circulation is one that clearly states that it costs nothing to have a correct circulation rating, which fact is absolutely true. All a publisher has to do is to make a statement in accordance with the plan adopted by Messrs. Geo. P. Rowell & Co., which statement to be acceptable must comply with the following conditions: 1st. It shall be dated. 2d. It shall contain the actual number of copies of the paper printed each issue for a period of not less than three consecutive months. 3d. The total number shall be given and the actual average for three months be thus ascertained. 4th. The statement must be signed with a pen. (Hand stamps or printed signatures are not accepted.) Lastly. The report shall reach the office of the Directory before the forms have gone to press.

* There is nothing in these requirements to which an honest publisher who is desirous of having his paper correctly rated ever objects. Following is a publisher's sample statement made in accordance with the requirements :

THE LANCASTER GAZETTE, }
LANCASTER, N. H., Dec. 11, 1884. }

MESSRS. GEO. P. ROWELL & CO., Publishers
of the American Newspaper Directory :

GENTS—The issues of the *Gazette* for the past year have been as follows :

December	5	790	copies
November	28	775	"
"	21	775	"
"	14	775	"
"	7	775	"
October	31	775	"
"	24	775	"
"	17	768	"
"	10	800	"
"	3	816	"
September	26	768	"
"	19	768	"
"	12	768	"
"	5	768	"
August	29	768	"
"	22	768	"
"	15	768	"
"	8	744	"
"	1	720	"
July	25	720	"
"	18	720	"
"	11	720	"
"	4	720	"
June	27	732	"
"	20	732	"
"	13	712	"
"	6	712	"
May	30	712	"
"	23	700	"
"	16	684	"
"	9	648	"
"	2	636	"
April	25	2,128	"
"	18	610	"
"	11	610	"
"	4	610	"
March	28	624	"
"	21	624	"
"	14	624	"
"	7	624	"
February	29	624	"
"	22	624	"
"	15	1,008	"
"	8	684	"
"	1	684	"
January	25	504	"
"	18	918	"
"	11	600	"
"	4	768	"
December	28, 1883	768	"
"	21	744	"
"	14	1,152	"

Total.....39,248 copies.

$39,248 \div 52 = 754 \frac{1}{2}$

* The total number of copies printed in the entire year—39,248—when divided by 52, the number of issues, shows the average issue to be 754 copies.

This is a correct report of the issues of the *Gazette* for an entire year, and is made for the purpose of being placed on file in the office of the American Newspaper Directory, and securing an accurate and exact circulation rating in the next issue of that annual.

"LANCASTER PRINTING CO.,

"C. D. BATCHELDER, Secretary."

Therefore it is the publisher's own fault if he has not the rating he desires, as ample time is afforded him to furnish the information necessary to obtain the same. No statement received from a publisher which is apparently made in good faith is ever disregarded. It is carefully read and is given all the credit which in the light of the editor's experience it appears to be entitled. Sometimes good reasons are found for believing that an incomplete statement is not to be at all relied upon, and ratings are made in accordance with the editor's belief rather than upon the claims of the publisher.

The publisher who knows how many copies he prints, and is willing to tell it exactly and in detail, over his own signature, has no difficulty about having his statement believed and accepted, but printed affidavits are not specially valued.

The reputation of the Directory depends largely upon the truthfulness and accuracy of its circulation ratings, hence its publishers are justified in demanding, as nearly as possible, positive proof that what a publisher says is so, and it matters not how slightly a publisher may fail to comply with the aforementioned conditions, he is not given a perfect rating. In every case where a publisher furnishes a perfect report his paper is given the rating desired, and is also given the three asterisks, which indicate that the publishers of the Directory guarantee the rating to be correct, and are willing to pay a reward of one hundred dollars to any one proving the contrary. There are eleven hundred and thirty-three thus marked in the 1890 edition of the Directory, which shows that its publishers had staked more than one hundred thousand dollars on the veracity of the publishers of papers thus rated. This reward has been claimed and paid in only two instances in three years. In 1888 it was proven that the *Waukegan (Ill.) Gazette* had made a false statement, and in 1889 the same was proven of the *Madison (Wis.) Skandinavisk Tribune*.

It has sometimes been asserted that statements made in detail and properly signed and dated have not received full credence at the office of the Directory. For the purpose of testing the sincerity of such charges the publishers of the Directory have long offered a reward of \$25 for every case where it can be shown that a publisher sent in a true

detailed statement, duly signed and dated, covering a period of three months or more, and the editor of the Directory failed to rate his paper in accordance therewith.

The following statements made by three of the most extensive advertisers in the United States may be taken as pretty conclusive evidence that the Directory is relied upon :

"It has been our principal guide in the expenditure of nearly five hundred thousand dollars for advertising."

"We use the book entirely in making up lists, and consider it the only thing of the kind extant having any value."

"When we want to ascertain the circulation of a newspaper we always look to this book: it tells the truth without fear or favor."

The advantage to a paper in having its circulation guaranteed by the publishers of the American Newspaper Directory over another which has no such showing is manifest.

Some publishers have an idea that they are doing the publishers of the Directory a great favor by furnishing detail statements of their circulation, and so they are; but the advantage gained by such a statement being furnished is not in the least one-sided, and it is doubtful whether the paper does not get the best of it in every case when its real circulation is not smaller than is generally supposed.

Publishers have been known to assert that it is no business of the editor of the Directory to know or report their circulation, and some have followed up this argument by positively ignoring every communication sent them on the subject. So far as the Directory itself is concerned, perhaps this theory may be all right. But in consideration of the fact that the Directory is to the advertising department of many of the largest establishments in the country what the mercantile reports are to their finance departments, it would seem that the publisher was "cutting his right hand off to spite his left" when he neglects to furnish a statement of his circulation.

STILL IN THE LEAD.

The American Newspaper Directory is, has been and intends to continue to be the standard work of its kind in not only the advertisers' and advertising agents' opinion, but in the opinion of editors, politicians and the departments of the Government, all of whom rely upon its statements and recognize its authority.

Being the first to enter the field, its experience is greater than any other;

and its improvements, adopted from time to time, are more extensive and marked. It has served as a model for every similar publication. One publisher, upon being asked by letter when his book would be out, was frank enough to reply that he was waiting to get a copy of Rowell's American Newspaper Directory to revise his by. In another instance two fictitious names were placed in the Directory and a description given of two papers which never existed. Upon examining a similar publication, issued some months later, it was found to contain both the papers, with a full description of each.

It was recently asserted that a book issued several months after the American Newspaper Directory contained from 200 to 300 papers more. There is doubtless nothing but truth in this statement; but it would not appear that any great amount of credit is due a book which is issued six months later containing more papers, when the fact is well known that the average increase of newspapers in the United States is about 700 a year. It was also held in the same case that the publication was superior to the American Newspaper Directory, because it did not contain 1,000 papers which its publisher assumed to think were of no use either to the public or advertiser. In this connection it should be remembered that in publishing a newspaper directory a man is not publishing a "preferred list" of papers, but a complete one.

The publishers of the American Newspaper Directory receive and give careful consideration to every report sent them by publishers. But no report is accepted as satisfactory, nor is the paper rated in accordance with it, unless it is made in substantial compliance with the requirements adopted for such statements, and which are acknowledged by publishers to be the most perfect for the purposes they are intended to serve.

CLASS JOURNALS.

The Directory not only gives complete lists of papers, arranged alphabetically by towns and States, but recapitulates them all in another place, where they are rearranged alphabetically by counties. Turning to the inside of the last cover of the book, one is surprised to notice the very great number of different sorts of class journals. They are devoted to every peculiar interest, from advertising, agriculture and architecture, to watch-making, wines and

Woman Suffrage. There are more than 150 separate catalogues of class papers described in the American Newspaper Directory, and a recapitulation of these papers by name covers more than fifty pages of solid agate type set in double columns, and enumerates not far from 5,000 separate periodicals. At the time of revising the Directory, a catalogue of all the papers belonging in any class is sent to every publisher of such a paper, and he is requested to examine the list in the light of the peculiar knowledge which he possesses, and to convey such information as he can as to which papers are entitled to a higher or lower circulation rating than is accorded to them, and also to call attention to changes in character or to new or defunct enterprises. So also a list of all papers published in any State is sent to every publisher in that State with a like request that he give the Directory the benefit of the local knowledge he possesses. The preparation of these special lists and circulars is a somewhat complicated work, requiring several hundred separate and differently constructed circulars, of which an edition of each one is printed, varying from a few dozen copies up to several thousand, according to the requirements of the case; but the information which is brought out in response is of the greatest possible value.

POSTMASTERS AS AGENTS FOR PUBLISHERS.

It has long since come to be understood that postmasters are the only valuable agents for publishers in extending the circulation of their papers, especially of the great weeklies. They know just who among their patrons are subscribers to outside journals, and they know, too, just what papers they take, whether religious, political or agricultural. This information gives them an advantage possessed by no other persons. They have a better opportunity to canvass for subscribers than anybody else, for there is no person, old or young, rich or poor, who does not visit the post-office at stated times. Besides all that, postmasters are responsible. The people are not afraid to trust them with their money, whereas, with strangers, they would not be willing to put up a penny in advance.

To the bulk of all fourth-class postmasters in the United States, the sub-

scription business yields a greater revenue than the emoluments of their offices. It is a part of the legitimate business of the post-office.

The thousands of new postmasters who have gone into office during the past few months, and the thousands who will soon enter, may not understand this feature of their business fully. To such we would say, there is no objection to their performing this character of service for publishers, either for Democratic or Republican papers, and the more subscribers they take, the better for all concerned. The Government recognizes newspapers as an educating force, and, as such, extends to them special privileges and advantages in the way of securing circulation.—*U. S. Mail.*

HOW A REPORTER HUSTLED.

Mr. Depew, in conversation recently, related an amusing experience which he had in respect to reporters just before his return to America the last time. He said: "Fearing that I should be pursued by reporters while in Europe, I purposely left no address. But a New York daily telegraphed to its London office to find me if possible. A man was sent over to Paris, but could learn nothing there of my whereabouts. He then went to Hamburg, then to Cologne, and finally tried Ober-Ammergau—for you know so many people go there. When he reached the latter place he was told that I had just left, and upon inquiring as to the direction, was informed that I had gone by coach over the Austrian Tyrol, and that the only place where I could possibly come out was at Innsbruck. The consequence was that when I jumped off the coach at Innsbruck there was the reporter with his: 'How do you do, Mr. Depew?'"

"This," said Mr. Depew, "was not only enterprise, but intelligent enterprise."—*Mail and Express.*

THE argument against advertising that it does not always pay is as senseless as the argument against eating food because some fools have made themselves sick eating some kinds of it.—*American Advertiser Reporter.*

A POORLY displayed advertisement is an unworthy representation of any man's business.—*A. N. Kellogg Newspaper Co.*

REMINISCENCES OF THE ADVERTISING BUSINESS.

BY S. M. PETTENGILL.

In response to the request of the editor of *PRINTERS' INK* for me to give my recollections of the advertising business, I shall need to go back into the latter part of the forties, when I became connected with the establishment of Volney B. Palmer, the first advertising agent in this country.

Desiring to go into business, and seeing Mr. Palmer's advertisement in the Boston *Atlas* for a clerk and general canvasser, I applied and secured the situation. His office was then at No. 20 State street, Boston, in the back part of Mr. Willey's bookstore. I began there in January, 1848. The office was in charge of Mr. J. Sargent, and he and I were the full force in the office. My duty at first was to check up the advertisements which had been inserted in the papers; to examine the daily papers for new advertisements, and to solicit from advertisers their insertion in other papers through Palmer's agency. I also canvassed among advertisers for a list of thirty near-by country newspapers for spring trade, obtaining business cards and announcements, which altogether made several columns, and often a full page, in papers to which they were sent, for a term of five weeks in the early spring, and another like list was sent in September for the fall trade. We had no difficulty in filling all the space the papers would allow us. A rate per line was charged for the whole list. The advertisements were set up in the home offices, from copy sent, and no stereotype columns were sent out.

The publication of this list was what suggested to Mr. Andrew J. Aikens, of Milwaukee, as he told me, the first idea of the co-operative papers, which have now become so numerous and popular. A large saving could then have been made by using stereotypes, but there was not that uniformity of measure then as now, and there were other difficulties in the way.

Mr. Palmer's office in the summer of 1848 was moved to Congress street, where larger and better facilities were had. The office was under the management of Mr. J. Sargent, a careful, methodical and plodding man of about sixty years of age, who confined his labors mostly to the office—not soliciting advertising himself, but carry-

ing out the orders received, faithfully, according to agreement, and made out the bills therefor when due. I did not see Mr. Palmer until about three months after I was engaged in his office. He spent most of his time in Philadelphia, but visited Boston in the spring and fall of each year, spending several weeks in canvassing for advertisements among the merchants; then I saw him daily, and went with him on his rounds. He was a short, thick-set gentleman of good address; genial and pleasant in manner, and had a great command of language, "full of wise sayings and modern instances."

He was a capital story-teller—wore gold spectacles and carried a gold-headed cane, and was a first-class canvasser. He had more self-possession and assurance than any man I ever knew. He would come to his office at about 9 A. M., look over the daily papers for new advertisements, which I would cut out and make a list of for calling on. At about 10 o'clock we would sally out, calling on the most important advertisers first. He would march into the counting-room of the merchants, calling for the principal partner, and announce himself and hand his card, with a pleasing address and with as much assurance as if he were a customer who was about to purchase a large bill of goods. If he found the merchant busy, he would politely excuse himself and inquire when he could have the pleasure of seeing him, and if possible would make an appointment for that or the succeeding day. Shaking hands and tipping his hat gracefully he would leave; but he was always sure of meeting his appointments. If he found the party he was calling on willing to listen, he would introduce me and make a well-considered statement of the benefits of advertising in general and to the party he was addressing in particular. He would mention parties who had made fortunes by the use of judicious advertising. He would show how he (the merchant) could easily double his business and profits by a like course. He would point out the places where he should advertise, and how he should do it. He would generally enforce his words by some well-told stories, and get all parties into good humor and laughing heartily. He would end up by asking if he might be permitted to make out an estimate for the merchant's advertisement.

He would say he would charge nothing for his estimate or setting-up of his advertisement. The advertiser would be under no obligation to give him an order. If he did not like it, that would be the end of it, etc. I carried a list of the towns where newspapers were printed, and I checked off such towns as he wanted and we recommended, and I would then go to the office and prepare the estimate. The next day, at the furthest, I would bring it to the advertiser, and we generally concluded a contract when we made out an estimate.

This is a specimen of our daily efforts while Mr. Palmer remained in Boston. He preferred rainy days for canvassing, as we found the advertisers had more time to listen to our suggestions, and it was easier on those days to make contracts.

He would sometimes meet with men who said that they believed the benefits of advertising were all a humbug, and that the money spent for it was thrown away. He would ask such men if they had ever tried it, and if, as in one case, the reply was "Yes, I once spent ten dollars that way and I never received a dollar in return," he then told the old story of the Indian who had heard that sleeping on feathers made a bed softer and more comfortable, and he tried it by buying a handful of feathers, and, putting them on a smooth rock, lay down on them, but he "didn't rest any better, but was covered with the blank things in the morning"—that feathers were "no good"—"they are a white man's humbug."

Mr. Palmer claimed to be the sole and exclusive agent of the papers he acted for, and he insisted that they should so state his exclusive agency at the head of their editorial columns, which many of them did. As their agent, he charged the papers for postage stamps used and the losses he made by advertisers' failures and the non-collecting of bills. This was deducted from the bills rendered by the papers. It sometimes caused considerable correspondence and some hard feeling among the publishers, but he usually had his way. As the representative of the newspapers, as their sole and exclusive agent, he claimed that the losses the business sustained and its expenses were not his losses, but that of the publisher to whom he sent the advertising. Some of the publishers contended that for the com-

missions he was allowed, he should not charge them for losses but bear them himself. He would rarely pay any bill rendered before he had collected all the items it contained. I think, however, later on he modified this rule.

Near the end of the year I wrote him that I had received an offer of partnership from my brother in the Bridgeport (Ct.) *Standard* and job office, and that I believed it to be for my interest to accept it. He wrote me two letters in reply, urging me to remain with him and agreeing to increase my salary from year to year, as I should make myself useful and valuable to him. After considering carefully the whole situation, I decided to leave, and did so at the end of my engagement.

On the last day of my engagement I was introduced by Mr. Sargent to my successor, who was a tall, good-looking printer of slim build by the name of S. R. Niles. He remained for some years in Mr. Palmer's employment, eventually becoming his successor in the Boston Advertising Agency, which he has carried on ever since with remarkable success. He is now well known throughout the country for his reliability and enterprise, good judgment in advertising matters, and for his agency's financial soundness.

Going to some of my Boston friends to bid them good-by, telling them of my proposed partnership with my brother in Bridgeport, some of them said to me, "Why not remain in Boston? Why not start an advertising agency of your own? Boston is a better field for business than Bridgeport. There is now but one agency in Boston and Palmer is not by all well liked. It is a growing business and the field is not well occupied."

Several offered if I would start there to give me their advertising. After considering the matter thoroughly, I concluded to do so. Borrowing some money of an elder brother, I rented an office on the 8th of February, 1849, at No. 10 State street, Boston, where Petingill & Co's office now is. I sent a circular to the publishers of newspapers throughout the country stating what I proposed to do, asking for the agency of their papers in Boston and their rates for advertising, telling them that I should hold myself responsible for all the orders I should send them, and that their bills would be paid promptly, whether I collected or not. I gave several good recommenda-

tions and references. I received, in reply, a large number of letters from publishers appointing me as their Boston agent, and in many instances printing a notice of my agency at the top of their editorial columns, and sending their newspapers regularly to me.

I then advertised in the principal newspapers, and sent out circulars that I had been appointed the agent of the principal newspapers throughout the country and was prepared to attend to their advertising, in the best manner, at the lowest rates, and solicited their business. The first order I obtained was from Martin L. Bradford, a hardware merchant in Washington street. I remember how grateful I was (and am) to him for his confidence and encouragement to me at the start.

When Mr. Palmer found I had started a rival agency in Boston, he was very wroth and charged me with deceiving him about going into partnership with my brother, of availing myself of his forms and manner of doing business and using his list of newspapers. He sent out a circular letter to the newspapers of the country, warning them against one Pettengill, who had started an advertising agency in Boston, when he (Palmer) was their sole and exclusive agent, and telling them that it was their duty to decline all business from Pettengill. This circular letter proved to be a good advertisement for me. The publishers wrote to me by the hundreds, giving me encouragement and appointing me their agent in Boston, and gave me many good notices in their editorial columns. Several published Mr. Palmer's circular and commented on it unfavorably as an unwarranted attempt to prevent legitimate competition. They asserted that I had as good a right to conduct an advertising agency as Mr. Palmer himself had, and if I did an honorable and straightforward business, as they had reason to expect from my references, that they would sustain me—at any rate they would give me a trial. Many publishers said that they did not like Mr. Palmer's arbitrary methods and his exclusiveness, and that competition would be for the benefit of newspapers, etc.

Mr. Palmer also went to see my references and made his complaints, but he did not succeed in influencing them against me. He also advertised in the newspapers and by circulars denouncing me, claiming that I had no right to

act in the field occupied by him. He often told the story, which was then "an old chestnut," about a man who inserted a column advertisement giving a full description of his goods, and a rival in the same line (which he likened to me) contracting for and purchasing two lines underneath, as follows:

Me too.

JOHN JONES."

I did not see the force of the application, but contended that John Jones had a good right to the space he paid for, if the publisher was willing, and that he was the shrewder man of the two. Several of the newspapers published columns, pro and con, respecting my right to establish an agency, and the value of our respective agencies. All this was advertising for me and helped boom my business, and very soon I was in the way of a very good business.

I obtained considerable advertising and had it well done. I paid my bills promptly, made no charge for expenses or losses, and tried to be accommodating. Several publishers made it a practice of sending in their bills receipted before receiving their pay, and often I corrected bills and paid more than the bills called for. I made it a rule that when any order had been carried out according to directions it was due, and could be drawn upon as surely as cash in bank. Soon after I began, Mr. Geo. W. Simmons, the celebrated clothing dealer of Oak Hall, Boston, put his Boston advertising in my hands. I agreed to prepare and insert daily a reading notice in each of the ten or twelve daily papers in Boston, and no two should be alike. This was an easy task at first, but after several months it became "a grind." For variety I fell into rhyme, and in some instances, where the verses were more pretentious, they were signed as coming from "Prof. Littlefellow" or "Prof. Shortfellow." The Boston *Post* published one of these screeds, by mistake or otherwise, as by Prof. Longfellow. This excited the ire of the famous poet of that name, and he had his attorney send Mr. Simmons a letter complaining of the use of his name, and he requested that Mr. Simmons should discontinue even the use of the name of Littlefellow and Shortfellow, being distasteful to him, which Mr. Simmons agreed to do. After carrying on these notices for several months they were discontinued altogether. They

filled up the odd moments, but I was not at all loath to stop them and try something new. I carried out several large orders for Mr. Simmons, who was a good patron of my agency.

I made a contract for advertising in a large number of newspapers with a highly respectable and enterprising business firm, soon after I began business on my own account, amounting for three months to over two thousand dollars. This was a large sum to me, and the largest order I had ever taken, and I prided myself on securing it. After it had been nearly completed, and I was expecting soon to make out my bill for it, I received the astounding news that the firm had failed and made an assignment. At first I could not believe it, but when it was confirmed by a notice from the assignee himself, it seemed to me for a time that I was hopelessly ruined. I had guaranteed all my orders, and I had not then the means to pay the bills which I knew soon would be presented to me. Some of these bills I had paid in advance. I had just started in business, with bright prospects, and with a strong determination to succeed and make a name for myself for promptness and as a successful agent, and so soon to have all my hopes and bright anticipations dashed to the ground was more than my nature could stand. In private, I gave way to a flood of tears. I soon, however, determined what to do—that was, to make a clean breast of the whole matter to my creditors, telling them all the facts, asking them to stop the advertisement and save what they could—to render bills for what had been inserted, making them as reasonable as they could under the circumstances, and I would pay them. Some made a deduction of from 10 to 25 per cent from the net amount of their bills; others left it to me; others said they would take pro rata what I was enabled to collect. If I received no dividend they offered to cancel that item; others sent me a receipt in full for the amount of their charges for that item. I soon was able to pay all these bills; and many editors gave me good editorials in their papers, which were of great service to me, and I was treated with great kindness and consideration by the publishers, for which I was and am exceedingly grateful. In my orders afterward I remembered my good friends in this transaction, and I shall never forget their kindness.

On the recommendation of W. W. Clapp, Esq., now editor of the Boston *Daily Journal*, I was appointed New England agent for the publications of Robert Sears, of New York, which were only sold by canvassing agents. He was publisher of some twenty different volumes of travel in foreign countries and on other popular subjects. I advertised for and engaged agents to sell them on commission. The books were profusely illustrated and the matter interesting and instructive. The author had gathered his facts from various sources, and the books had a ready sale. I appointed Mr. Benjamin A. Pettingill an agent for Sears' books, and he canvassed for them for a time, but subsequently I employed him in my advertising agency. He became quite a successful canvasser for advertising. He was not a near relative, but a member of a distant branch of our family. He was visited in 1852 by a cousin, who had returned from California, named Ubert L. Pettingill, who had seen enough of life in the gold regions and preferred to live in New England among his friends.

His descriptions of the chances to make a fortune there, and the good luck of known parties, induced Mr. B. A. Pettingill to try his luck there and to throw up his situation. I employed Mr. Ubert L. Pettingill in his stead. He remained connected with the Boston agency in various capacities until his death in 1883. For thirty years Mr. Ubert L. Pettingill, by arrangement, managed the Boston agency in his own interest, and very successfully, paying me a royalty for my interest in the concern. During the whole of that time I never had a disagreement with him. He was a good and true man, serving well both his customers and the publishers.

The business of the agency having largely increased, and finding more than I could do, with the force under my command, in the year 1850 I took a partner, Mr. J. S. C. Hall, a careful and prudent man, a beautiful penman and a good bookkeeper, who attended to the office business, and the firm's name was then made S. M. Pettingill & Co., which it has since remained. Mr. Hall preferred to devote himself entirely to bookkeeping, where he would have no care or responsibility except keeping of books. At his request, after a partnership of about three years, he withdrew from the firm and I then

carried the business on alone, as before, but retaining the firm name.

I soon came to the conclusion that New York city was the place of all others on this continent for a great advertising agency, and that more business could be done there than in any other place. In May, 1852, I opened an office at 122 Nassau street, New York city, and in 1854 I moved across the street to No. 119 Nassau street, in the new marble building, then first occupied. I went there myself to establish the business and to put it on a firm basis, leaving my partner, Mr. Hall, in charge of the Boston agency, but after a time I found the business in Boston was not prospering as well as I thought it should. Mr. Hall would take any order that came to the office, but he had no faculty or taste to canvass, or even ask a man for his advertising. When he resigned from the firm I placed Mr. Ubert L. Pettengill in charge of the Boston office, and everything went on well thereafter. I found my confidence in him was not misplaced. At the end of each year I went to Boston and had a settlement of accounts with him. To induce Mr. U. L. Pettengill to feel a greater interest in the business, I proposed to him to pay me semi-annually a certain sum of money named, giving him all he could make over that sum out of the business to be his own, he being responsible for all debts and paying all bills he contracted as they became due. An agreement was drawn up and signed of which the above is the important part; it was afterward modified in some particulars, but the business between us was carried on under that agreement for thirty years. I devoted myself to my New York agency almost entirely, going on to Boston once or twice a year to see how matters were going on. The business was managed very prudently, and he had the happy faculty of pleasing both his customers and the publishers.

I often had proposed to him to change the firm name and let me retire from all responsibility, but he would not hear to it. He believed the name of S. M. Pettengill & Co. should be maintained, and that any change would be detrimental to the business, and it was kept up until his death, in the fall of 1883. His son, Ubert K. Pettengill, had an interest in the business of the Boston agency for several years before his father's death, and he continued the business. Soon after I sold out my

right, title and interest in the Boston agency to his son, Mr. U. K. Pettengill, who has continued the business under the firm name of Pettengill & Co. to this time, and doing, I believe, a very successful business. He is a worthy son of his father. May he live long and be prospered.

S. M. PETTENGILL.

JOURNALISM IN JAIL.

It was late on Thanksgiving eve in 1883 that the first copy of *The Summary* was struck from the press of the New York State Reformatory at Elmira. Previous to the publication of *The Summary* there had been unsatisfactory attempts in many places to establish a prison newspaper—a newspaper which should be edited and published exclusively by prisoners, which should echo the spirit of its convict founders, and pursue a course to be dictated, not by official pleasure or policy, but by the good sense and judgment of its editor. For many reasons these efforts had either never “grasped the skirt of circumstance” or had died a natural death from inanition. When Mr. Z. R. Brockway, the general superintendent of the reformatory, made known his wish that a newspaper be started in the prison, there was only one man in the place who was deemed capable of undertaking the task. He was a young burglar, who had graduated from Oxford University in England, and had had a little literary and journalistic experience in New York.

The printing office of the reformatory contained a few fonts of the more common type, and the only printing press in the institution was a little foot machine, on which about 200 or 300 copies of one 8x14-inch page could be run off in an hour. This machine had done service for several years in the reformatory for rough job work, and when the editor of *The Summary* looked it over for the first time his heart failed him, for the press was pretty well battered, and it had a creaking, disjointed movement that augured ill for the success of the enterprise. The prison engineer, however, patched it up as well as he could. There were two or three typesetters in the institution who had had a very limited experience in small job offices. It was understood that the projected newspaper should cost the State only a merely nominal sum, and

all of the material and work was to be found in the office.

After a period of preparation extending over two or three weeks, the first complete copy of *The Summary* was put in form, and the work of running off began. The project was kept a close secret, so that the distribution of the first edition of *The Summary* caused a genuine sensation. The general plan of the paper was rather ambitious; it embraced a *resume* of select foreign and domestic news, selections from choice contemporary literature, a page of editorial opinions on home matters, and a page or more of such prison news as was not of a distinctly criminal or vicious character. About 500 copies comprised the first edition, and nearly all of these were distributed among the prisoners.

A few copies, however, managed to get into the hands of outsiders, and the result was more or less notoriety for *The Summary* and its editor. The country press in the vicinity of Elmira "boomed" the undertaking, and urgent requests for information concerning the price of subscription, etc., poured in upon the editor. Thus, although it had been intended to confine the circulation of *The Summary* to the prisoners of the reformatory, the paper began to go out among people whose curiosity or sympathy had been aroused, and many editors who had heard of the innovation generously offered exchange courtesies.

One man did all the work. He prepared and edited the news and the newspaper and magazine selections, wrote the editorials, read proof, and "made up" the forms. After a while the office was enlarged, a Hoe steam press was purchased and the typographical facilities were improved. We had three New York daily newspapers and a considerable number of weekly exchanges, and we borrowed the magazines. We thought at one time during the blizzard in the spring of 1888 that we should have to miss an issue, but we secured communication with the outside world in time.

The editorial writing gave us a little trouble. For a long period we indulged in moral homilies, but the necessities of weekly journalism and the obligations which an extended constituency imposed were recognized and met, and we came after a time to discuss secular matters with freedom and candor. We frequently had occasion

to criticise public men, and we tried hard not to discriminate between Trojan and Tyrian. Once I wrote a severe criticism of something the Rev. R. Heber Newton had said, and he promptly sent me a handsome letter of thanks. There was always a well-defined spirit of friendly rivalry between *The Summary* and the prison papers that followed us, and this formed the subject of many an editorial leader. We usually took care, however, to discuss questions of general interest, and the only time we transgressed the bounds of courtesy was in a controversy with the editor of the *Ohio School Journal*, a paper published at the Ohio Reform School. Then we became almost vituperative, but the discussion ended amicably.

After the fame of *The Summary* spread abroad, several newspapers were started in prisons, and at present there are a number of such journals.—*An Ex-Convict, in the North American Review.*

THE advertisement, to become an efficient drummer up of new business, must be characterized by the freshness and impressiveness of a personal interview.—*Nashville Banner.*

STYLE, symmetry and beauty in an advertisement always attract attention.—*Cincinnati Commercial Gazette.*

WANTS.

Advertisements under this head 25 cents a line

WANTED—Sample copy of your paper, with adv. rates. Lock Box 8, Needham, Mass.

WANTED—A STENOGRAPHER and TYPE-WRITER; salary \$30 a week; references. Address "ADVERTISING," P. O. Box 672, New York.

WANTED—Prices of Presses, Type, Stereotype Plates, Material, 6-column patent slide paper, and anything I need in starting a newspaper. H. W. CORRELL, Mattawanna, Pa.

EDITORIAL—A young lady, who has worked up from a printer's case to a success as a Writer and Author, is open to an engagement on a Literary Magazine or Newspaper. Highest references. Address "AUTHOR," care PRINTERS' INK.

SITUATION WANTED—A gentleman, who has just resigned the management of a large Western Daily Newspaper, desires position as business or advertising manager. Can furnish excellent credentials as to ability in either department. Address "N. H.," care PRINTERS' INK.

EVERY ISSUE of PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for one dollar. As a rule, one insertion can be relied upon to do the business.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

FIGARO.

ALLEN'S.

ALLEN'S MILLION.

N. Y. Argosy, 114,000 w.

ALLEN'S LISTS—Results.

FARMERS' CALL, Quincy, Ill.

LEVEY'S INKS are the best. New York.

BAPTIST AND HERALD, Dallas, Texas.

WIDE AWAKE, Boston. In its 16th year.

BABYLAND, Boston. In its fifteenth year.

THE PANSY, Boston. Now in its 17th year.

OUR LITTLE MEN AND WOMEN, Boston.

STORY-TELLER, Boston. Complete Stories.

D. LOTHROP CO. publish the above five.

ADVERTISING RECORD.—CHALLEN, 10 Spruce, N. Y.

SUBSCRIPTION BOOK.—CHALLEN, 10 Spruce, N. Y.

ART OF PRINTING—ITS PATENTS. See advertising pages.

SAN FRANCISCO BULLETIN is read by the purchasing class.

WEATHERFORD (Texas) CONSTITUTION, 1 in., 1 yr., \$22.80 net.

SAN FRANCISCO CALL has the most "Want" advertisements.

THE NEWS—Largest circulation in Kingston, Ont. Over 2,000 daily.

SAN FRANCISCO CALL is the best morning newspaper in California.

A FINE field for New Business. See U. S. Official Postal Guide, page 709.

SAN FRANCISCO BULLETIN, the leading Evening Paper of California.

SAN FRANCISCO CALL is the people's medium and a family paper.

SAN FRANCISCO BULLETIN has the largest bona fide circulation.

LAST issue of U. S. Official Postal Guide with advertisements. See page 709.

SEND SAMPLE COPY AND RATE CARD to STANLEY DAY, New Market, N. J.

CIRCULARS, PAMPHLETS, etc., distributed by J. V. BENNETT, Pittsford, N. Y.

NEW HAVEN NEWS.—Guaranteed largest morning circulation in Connecticut.

SAN FRANCISCO CALL is unequalled in circulation, character and influence.

WRITE quick for special terms; time is short. U. S. Postal Guide, page 709.

SUBSCRIPTION BOOKS.—The best are CHALLEN'S, 10 Spruce, N. Y. \$1 to \$5.

ADVERTISING RECORDS.—The best are CHALLEN'S, 10 Spruce, N. Y. \$1 to \$5.

THE ADVERTISERS' GUIDE. Mailed free by STANLEY DAY, New Market, N. J.

POSTMASTERS make best agents for Publishers. See Postal Guide, page 709.

CIRCULARS or PAPERS distributed, \$1.50 per 1,000. C. M. JAMES, Coon Rapids, Ia.

THE ONLY PUBLICATION OF ITS KIND about Printing ever made. See page 702.

SUNBEAM, Seligman, Mo., 24 t., 1 m., \$4; 2 m., \$6. Cir'n Mo. 1,440, SW. Mo. & NW. Ark. Try It

FIGARO—CHICAGO—Goes weekly to the best and wealthiest people of the city.

WESTERN PLOWMAN. 10,000 Dealers, 15,000 Farmers, every month. Moline, Ill.

SAN FRANCISCO CALL, estab. 1853; actual circulation: D. 35,083; S. 57,742; W. 22,946.

THE TOPEKA CAPITAL reaches more Kansas readers than any other publication.

THE TOPEKA DAILY AND WEEKLY CAPITAL thoroughly cover the State of Kansas.

THE TOPEKA CAPITAL has no rival as a newspaper or advertising medium in Kansas.

THE TOPEKA CAPITAL, published at Topeka, Kansas, is the newspaper of Kansas.

ADVERTISER AND FARMER—25,000; \$2.50 an inch. 15th EACH MONTH. Bay Shore, N. Y.

THE TOPEKA CAPITAL, published at Topeka, Kansas, is the advertising medium of Kansas.

BAPTIST AND HERALD, Dallas, Texas. 23,000 a week. In its 40th vol. Eastern office, 11 Tribune Building, N. Y.

THE BOSTONIAN. 3 cts. \$1 a year. Cheapest and Best Illustrated Paper in World. Covers New England. Write for rates.

DOCTORS read THE THERAPEUTIC ANALYST. Contains the best medical literature. Guaranteed issue over 5,000 m.

PUBLISHERS! If you want a first-class poultry journal to club with at about its cost, write "Fanciers' Review," Chatham, N. Y.

THE TOPEKA DAILY CAPITAL is the only morning paper published at Topeka, the capital of Kansas. It reaches every city in the State.

THE TOPEKA WEEKLY CAPITAL is read by all classes of Kansas farmers, and reaches over one thousand post-offices within the State.

ECZEMA (or TETTER). Use our OINTMENT; A No. 1; TRY IT; price 50c. by mail; testimonials. S. CASSEL, Box 457, Lancaster, Pa.

THE attention of high-class advertisers is invited to THE ST. AUGUSTINE NEWS. F. G. BARRY, Publisher. General Office, Utica, N. Y.

DO YOU WISH TO REACH THE BEST families in the South? Then advertise in THE CHURCH YEAR, Jacksonville, Fla. Circulation 11,000.

YOU can run a local illustrated paper at a PROFIT. We will tell you how. ATLANTIC PUBLISHING COMPANY, 35 Warren St., New York City.

SCIENCE, published at New York, N. Y., is one of a select list of journals recommended to advertisers by Geo. F. Rowell & Co. as a desirable medium.

THE SOUTHERN HORTICULTURAL JOURNAL. Weatherford, Texas, is the leading horticultural paper of the South and has the largest circulation.

GOOD NEWS; boys' and girls' paper; 16 G pages; illustrated; circulation, 100,000. 50 cents a line. STREET & SMITH, Publishers, 25 to 31 Rose St., New York.

THE DAILY WORLD, Chicago, Ill., is regarded as an excellent advertising medium. Takes the lead among daily publications. Terms reasonable. Results good.

TEXAS BAPTIST AND HERALD, Dallas, Texas. The leading Baptist publication of the South West. Now in its sixth volume. Eastern office, 11 Tribune Building, N. Y.

USELESS to you if you've nothing to sell American Young Men and Women, and physicians everywhere, who read the **MEDICAL MISSIONARY RECORD**, New York.

WE nail up signs, distribute circulars, sample copies, samples, etc., judiciously at \$1.50 per thousand. **THE JOHN P. LASS CO.**, 435 W. 14th St., Chicago, Ill.

GET A SENSIBLE BOOK to keep track of your advertising in—**LEITCH'S ADVERTISER'S RECORD**. Simple, perfect, cheap. Sample page free. **L. F. SMITH & CO.**, Hartford, Ct.

THE LORD & THOMAS Religious Newspaper Combination is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

PAPER DEALERS—**M. Plummer & Co.**, 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of **PRINTERS' INK**.

300 DAILY and **3,000 WEEKLY** papers would not use **AND RE-ORDER** Challen's Advertising and Subscription Books if **THEY WERE NOT THE BEST**. **CHALLENGE**, 10 Spruce St., N. Y.

ELECTROTYPES.—Reasonable rates; good and prompt work. Send for estimates. **EASTERN ELECTROTYPE AND P. S. CO.**, T. R. MAGEE, Manager, No. 37 Custom House St., Providence, R. I.

COLUMBUS, Ohio.—**THE OHIO STATE JOURNAL**, Daily, Weekly and Sunday, is credited with being the leading paper by all newspaper authorities. Daily, 12,000; Sunday, 15,000; Weekly, 22,000.

CANADA, the new monthly, edited by Matthew Huey Knight, published at Beuton, New Brunswick, just the thing for Canadian advertising. 50 cents an inch. Rates will be raised soon.

TRADE MARKS for live advertisers designed, protected, advised about. Ditto, labels. Both great advertising aids to specialties. **CHAS. E. BENJAMIN**, Patent Attorney, Washington. Advice free.

THE WEEKLY WITNESS, New York City is one of the 43 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 50,000 and 75,000 copies each issue.

FASHION AND FANCY, published at St. Louis, Mo., is one of a select list of household fashion journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

THE VOICE, published in New York City, is one of the 23 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

CIRCULARS, SAMPLES, or any description of advertising matter faithfully distributed throughout the populous manufacturing districts of Connecticut by **NEW ONLY**. Write for references. **A. P. ST. CLAIR**, 101 Orange St., New Haven, Conn.

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to **PRINTERS' INK** for one year. Address: **GEORGE P. ROWELL & CO.**, Publishers, No. 10 Spruce St., New York.

A TWO-LINE NOTICE in **PRINTERS' INK**, under heading of Special Notices, is brought to the attention of 20,000 advertisers every week for a whole year for \$26; 3 lines will cost \$29; 4 lines, \$32; 5 lines, \$35; 6 lines, \$38; 7 lines, \$41; 8 lines, \$44.

SALT LAKE TRIBUNE—Daily and Weekly. Largest circulation in Utah, Idaho, Montana and Rocky Mountain region. Read by everybody. Only seven (7) day paper, and best advertising medium in Utah. See Geo. P. Rowell & Co's list for verification.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to **PRINTERS' INK**. Address: **GEORGE P. ROWELL & CO.**, Newspaper Advertising Agents, No. 10 Spruce St., New York.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$50, he will be presented with a complimentary copy of the American Newspaper Directory; a book of 1,450 pages, price \$5. **G. P. ROWELL & CO.**, Newspaper Advertising Agents, 10 Spruce St., New York.

THE ARGOSY, New York, a high grade, illustrated family weekly (32 pages), is one of 36 publications that, according to a list published by Geo. P. Rowell & Co., circulate between 75,000 and 100,000 copies each issue. The average is 114,000. Advertising, 50 cents per line, with discounts for amounts.

THE MEDICAL WORLD (Philadelphia) has a circulation larger than that of any other medical journal in the world. Its books, press rooms and binding rooms are open to inspection at any and all times. Shows all kinds of proof of circulation and invites comparison with any other medical journal.

THIS PAPER does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 25 cents a line each issue for two lines or more.

SPRINGFIELD, MISSOURI.—**Geo. P. Rowell & Co.** publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country—the newspaper in each place that gives the advertiser the most for his money. On this list **THE LEADER**, Daily and Weekly, is named for Springfield.

NORWICH, CONNECTICUT.—**Geo. P. Rowell & Co.** publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country—the newspaper in each place that gives the advertiser the most for his money. On this list **THE BULLETIN**, Daily and Weekly, is named for Norwich.

THE MEDICAL BRIEF (St. Louis) has unquestionably the largest circulation of any medical journal in the world. It shows its property on its face. Compare its paper, reading matter, advertisements, etc., with any other medical journal of same price. We furnish, upon request, absolute proof of an excess of thirty thousand copies each issue.

MICHIGAN.—For \$14.40, cash, I will insert an advertisement, seven lines agate, four times in a list of 120 Weeklies, published and circulated throughout the State, making the small cost of twelve cents for each paper for its four insertions. Only one electrotype required, or I will set the matter for you. Address, **W. H. REMINGTON**, 65 Tribune Building, New York City.

ADVERTISING MATTER, SAMPLES, Etc., "judiciously" distributed in Chicago and immediate suburbs. We don't handle lottery, secret disease, or "snake" advertising. We have been established since 1882, and keep a corps of reliable men (boys not employed). Such houses as Marshall Field & Co., "The Fair," "The Hub," "The Chicago Daily News," "The Chicago Herald," Lord & Thomas, etc., intrust their work to us. Why not you? Correspondence solicited. **THE BOWERY CIRCULAR ADVERTISING CO.**, 135 Washington St., Chicago, Mention **PRINTERS' INK**.

Sign the Order

Then Tear Out the Whole Page and

Forward it by Mail.

TO PUBLISHERS :

Please fill out the blank order printed below and then tear out the page and forward it by mail to Geo. P. Rowell & Co., publishers of the American Newspaper Directory, 10 Spruce St., New York. If copy does not accompany order, the advertisement will be prepared at the office of the Directory.

An order from a prominent and influential publisher to insert a conspicuous and carefully prepared advertisement of his journal, is always taken by the publishers of the American Newspaper Directory as an encouraging expression of interest and good will.

Such orders are solicited and earnestly desired. Without the advertisements the book would be less than complete.

Its advertising pages are consulted and referred to, because they contain information beyond the range contemplated in the short descriptions given in the body of the book.

Every charge to a Newspaper for advertising in the American Newspaper Directory will be allowed to stand until balanced by charges to Geo. P. Rowell & Co's Advertising Bureau for advertising ordered by them at cash rates, less the usual agents' commission.

ORDER.

..... Authorize **MESSRS. GEO. P. ROWELL & CO.** to insert.....
Card in the next issue of the "American Newspaper Directory," occupying
space of Page, for which..... authorize them to charge to
..... account upon their books in accordance with the rates printed below,
the amount to be **BALANCED BY CHARGES FOR ADVERTISING**, ordered
by them, at Cash Rates, less the usual Agents' Commission.

RATES OF ADVERTISING IN AMERICAN NEWSPAPER DIRECTORY

1	Page.....	\$100.00
1-2	Page.....	60.00
1-3	Page.....	45.00
1-4	Page.....	35.00
1-6	Page.....	25.00
1-8	Page.....	20.00
1-12	Page (space of 100 words solid Agate).....	15.00

Signed.....

Publisher of.....

Town and State.....

Date.....1891.

BOOK WITHOUT ADVERTISEMENT, \$3 CASH. BOOK-FREE TO EVERY ADVERTISER.

American Newspaper Directory

— FOR —

1890.

TWENTY-SECOND ANNUAL VOLUME.

FOURTEEN HUNDRED AND FIFTY-TWO PAGES.

PRICE, FIVE DOLLARS.

This work is the source of information on Statistics of Newspapers in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, stating name of county, population of place, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class or Characteristics.

It gives the Days of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription price.

It gives the Date of Establishment.

It gives the Circulation.

It gives the names of all papers in each County, and also shows the geographical section of the State the County is located in.


It also contains many valuable tables and classifications.


Sent to any address on receipt of price, by

GEO. P. ROWELL & CO., Publishers,
(Newspaper Advertising Bureau),
10 Spruce St., New York.

CIRCULATION RATINGS.

As the most important portion of the information supplied by a mercantile agency consists of a report of the financial strength of the person about whom information is asked, so is the *circulation* of a newspaper generally considered the point upon which information will be of most value to the advertiser. The greatest possible care is taken to make the DIRECTORY reports correct. Every publisher is applied to systematically. All information is taken in a form which excludes any but definite statements; while every effort is made to protect honest publishers against such as would resort to disingenuous reports to gain an unfair advantage.

 The subscription price of the AMERICAN NEWSPAPER DIRECTORY is five dollars; which includes, in addition to the book, a paid subscription for one year for PRINTERS' INK, a journal for advertisers, published weekly, containing in almost every issue information needed to bring the Directory reports down to date.

 A FREE copy of the AMERICAN NEWSPAPER DIRECTORY will be sent, Carriage Paid, to any person who is a patron of GEO. P. ROWELL & Co's Advertising Bureau to the amount of Fifty Dollars.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.
Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, DECEMBER 24, 1890.

WHOEVER would successfully conduct a line of advertising should devote the greatest care and attention to the preparation of the advertisements to be used. Money expended in getting started right is judiciously expended.

FOR a newspaper publisher to have a correct circulation rating in the American Newspaper Directory costs him nothing. Only those fail to be correctly rated who do not know or do not want to tell what edition they print.

FEW men have been better and at the same time more favorably known among newspaper publishers than Mr. S. M. Pettengill, the veteran advertising agent, who contributes his "Reminiscences of the Advertising Business" to this issue of PRINTERS' INK. Mr. Pettengill was in the advertising agency business longer than any other man now living. He retired from the business a few years since with a handsome competency, but is still a comparatively young and active man.

THE first newspaper publisher who has been bold enough to contract for a full page of PRINTERS' INK for fifty-two issues in 1891, at \$2,600—the space to be used exclusively in presenting to advertisers the merits of his own publications—is Mr. W. D. Boyce, of Chicago, proprietor of the *Saturday Blade* and of the *Chicago Ledger*. Mr. Boyce is a young man who started business only a few years ago with scarcely any capital, and at the present time is in receipt of an income from his two publications of nearly \$100,000 a year.

THE next issue of the American Newspaper Directory will appear April 1st, 1891.

IF, as is so often said, imitation is the sincerest form of flattery, PRINTERS' INK ought to feel very delicately complimented at the wholesale appropriation of its ideas by the *Press and Printer* of Boston.

MR. T. W. MORRISON, President of the State Publishers' Union of New Jersey, contributes to this issue of PRINTERS' INK an interesting article on "Advertising Rates in Local Papers." Mr. Morrison's advice is based upon an experience of 20 years, and the success which he has made of his paper, the *Plainfield (N. J.) News*, lends force to the arguments he advances.

ROBERT DICK, of the Mailer, is dead. He was known in almost every newspaper office of the land, and yet not known. As a quiet but industrious salesman, all knew him. His plain dress and plain manner never betrayed his wealth. His firm adherence to his "price of rental based on circulation" was a pattern for newspaper men. Best of all, his plain dress and his firmness in rates enabled him to accumulate wealth which he dispensed most liberally to the poor.

AN accurate catalogue of newspapers, such as the American Newspaper Directory, is only made possible by the advertising patronage with which newspaper publishers favor it. If they were to withhold this patronage, the publication of such a book would be out of the question, for the sales of the book can never begin to pay the cost of its production. The value of having an accurate and reliable directory for the guidance of advertisers is manifest, and every publisher who is conducting a straightforward and honorable business appreciates the benefit that it is to him. But because newspaper publishers see fit to maintain a standard work of this kind by buying it and advertising in it, that is no reason why they should feel called upon to patronize to the same extent every imitation that springs up, and thereby not only increase their own expenses, but weaken and injure the established publication that does them good service. When some one prints a better book than the American Newspaper Directory it will be proper to

award it the sustaining patronage that now flows so generously toward that old and thus far only reliable publication.

NO SPECIAL AGENT.

DALLAS, Dec. 1, 1890.

Geo. P. Rowell & Co.:

DEAR SIRS—A report having gone abroad to the effect that we have a special agent in your city, we desire to say that we have no "special agent" anywhere. We don't want to split the advertising agents' commission or pay two commissions. Any business you may be able to place with us will be appreciated.

TIMES PUB. CO.

The effect of having a special agent is not to split the commission, but to increase it. All the papers having special agents in New York get larger prices for their advertising than formerly. They reverse the ordinary rule which is to charge home advertisers double price and foreign advertisers half price. Nothing that has ever been done has had anything like such an influence in the direction of increasing the price of advertising as the appointment of special agents. They all make money, and the papers make money, and advertisers like it, so why should any one discourage agents?—

[ED. PRINTERS' INK.]

WHAT NOBODY CAN DO.

THE WHITEHALL TIMES,
WHITEHALL, N. Y., Dec. 6, 1890.

Editor of PRINTERS' INK:

Will you kindly inform me what you regard as a fair price per inch, per thousand circulation, where the circulation exceeds 1,000?

F. FISHER, Publisher.

If a man were situated in the desert of Sahara, alone, without food, had not dined for three days, and knew not whence any morsel could be obtained, what do you suppose would be his idea of the value of a dinner? Imagine another man sitting by a pleasant spring in a banana grove with a good digestion and a full stomach. His idea of the value of a dinner would vary from that of the first named. Imagine still another man possessed of a cart-load of decaying vegetables and other articles of diet not worth very much to-day and sure to be good for nothing to-morrow. What will his idea be of the value of the constituents of a dinner? Can any man, from considering the various points of view here presented, arrive at a fixed money value for a dinner and state that anything more will be high and anything less will be low? If he

can, then that man can answer the question asked by Mr. Fisher. But he cannot do it. And nobody can. Advertising space is always worth what you ask for it, provided that you can find somebody to take the same view of it which you do. If you cannot, it may be worth nothing.—[ED. PRINTERS' INK.]

FOR SALE.

Advertisements under this head 2 cents a line

HAND PRESS FOR SALE.—7 col., good as new; \$300. Also, plow-knife Paper Cutters, \$10. GARRETT'S PAPER WAREHOUSE, Syracuse, N. Y.

FOR SALE—Leading Trade Journal in a large Eastern city. No encumbrance. Rare opportunity for the right person. Apply Griggs & Carleton, 202 Broadway.

FOR SALE—A Daily and Weekly Paper in a thriving manufacturing community in New England. Customer must have not less than \$2,000 cash. Address "BUSINESS," care Press and Printer, Keene, N. H.

FOR SALE—A Double Cylinder Taylor Press, until recently used for printing "Every Evening." Taken out to make room for Perfecting Press. Address EVERY EVENING PRINTING CO., Wilmington, Del.

FOR SALE—The entire or one-half interest in the leading Daily and Weekly Democratic Paper of one of the most prosperous towns in New York State. Parties who are unable to pay at least \$2,000 in cash need not apply to "B. F.," care PRINTERS' INK.

FOR SALE—One-half interest in a well-established Evening Paper; well-equipped office, with steam presses and abundance of material; city of 10,000 inhabitants; three railroads and water communication; splendid opening. Address "JOURNALIST," PRINTERS' INK.

MANAGING INTEREST in a leading and growing Trade Monthly for sale, paying 20 per cent net on investment. Has very competent Editorial and Advertising departments. Price \$30,000—half cash, balance secured. Apply GRIGGS & CARLETON, 202 Broadway.

FOR SALE—A NEWSPAPER OUTFIT—The type, web press, stereotyping apparatus, boiler, 2 fine engines and material of the Memphis Avalanche, recently consolidated with the Appeal, are offered for sale at a bargain. Address APPEAL-AVALANCHE, Memphis, Tenn.

IF YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-three words and send it, with a dollar bill, to the office of PRINTERS' INK. If you will sell clear of all encumbrances, a single insertion of the announcement will generally secure a customer.

COTTRELL & BABCOCK Intermediate News and Job PRESS; air springs, tapeless delivery, two-form roller, bed 32x46, first-class order, steam fixtures. Fine press for job or newspaper work. Can be seen running at any time. Will be sold low. Also, a Worthington Engine, 10-horse. ELIZABETH DAILY JOURNAL, Elizabeth, N. J.

A FORTUNE IN IT.—Irwin M. Gray & Co., of Montrose, Pa., offer their family medicine for sale, viz.: *Nature's Remedy for Catarrh*, Gray's *Sarsaparilla* and Gray's *Vegetable Pills*. These medicines are put up as purest of any on the market. Any one troubled with catarrh can be cured by sending \$1 and get a large qr. lb. package of *Nature's Remedy for Catarrh*, a purely vegetable compound. Have not capital to push it.

ADVERTISING CUTS.

There has of late been an unmistakable reaching out on the part of advertisers for bright, pointed drawings to accompany their newspaper an-

gotten out for advertisers by the Chicago firm of A. Zeese & Co. The manner in which the advertiser can adopt these cuts to his own particular needs is suggested in the few lines of reading matter printed below each one. Often an



This young man is "in the ring." He is laying for the "misfit" dealer who sold him this suit and told him it was the latest agony. Don't be humbugged, but buy your clothes at —



This gentleman is dressed "fit to kill" in a new hunting suit, bought at —

nouncements. The success of what may be termed the Rogers, Peet & Co. style has been in part responsible for this tendency. Other advertisers have been quick to perceive the advantage which is gained by the use of catchy or

advertiser will study a long time to find a starting point for his announcement. To furnish just such suggestions is the object of this service as well as that of several other concerns now in the field. The plan is to furnish at a small price



You can reach as high as you want to without fear of ripping your clothes if they are from —



Any one can strike a match, but you cannot always strike such bargains as we are now offering in

humorous cuts, and the result is that considerable talent is being employed in this direction.

We give in this connection reproductions of a number of the best designs

electrotypes of the various subjects to different advertisers. While this system may not be as desirable as having original designs made by a special staff artist, it certainly brings the use of

good drawings within the reach of the great majority of small advertisers whose expenditure is often limited.

It will be noticed that every one of these designs is a pictorial pun. The

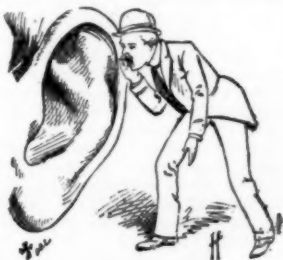
FLORIDA NEWSPAPERS.

The Florida Press Association in its recent action—which has previously been a subject of comment in PRINTERS' INK—emphasized the point that



If you want to go through the world well dressed, the latest styles and lowest prices will be found at —

element of humor so ingeniously introduced is valuable because it secures for the advertisement something of that eager attention that is given to the joke column of a newspaper or to the illustrations in *Life*, *Puck* and similar hu-



"Have you heard about bargains at —"

all its members had adopted an advertising schedule which "applies to all classes of advertising alike, making no distinction in favor of the foreign over the home patron." It was also asserted that the press of the State was a unit



You are cordially invited to drop in at our Grand Opening. Come early and avoid the rush!

morous publications. The Chicago firm from whose circular these illustrations are copied, furnishes great sheets of them, from which an advertiser or a printer is permitted to select the one best calculated to serve his purpose, and for the low price of one dollar may receive the electrotpe by mail.



Tailor Maid.

in this action. In this connection the following communication from a Florida publisher is of interest :

OFFICE OF _____, }
Fla., Dec. 5, 1890. }

Geo. F. Rowell & Co. :

My regular charge to home advertisers for such space is \$30 a year. I will give it to you at \$16, less commission.

I withdrew from the Florida Press Association when it instituted the absurdity of charging just as much to a foreign advertiser as to a local advertiser (who could get much more benefit from his advertisement), but the several offers you have made me have all been lower than even I am willing to go.

Very truly, _____, Publisher.

SOME INCONSISTENCIES.

It is an axiom in the advertising business that one can never be sure on just what terms the average publisher will be willing to sell his space. The advertiser, himself, is sometimes surprised at the concessions which first-class papers will make rather than lose the business altogether. Newspaper publishers are not to blame individually for the variable rates which so generally prevail. It is the nature of business to buy in the cheapest market and sell in the dearest. The price of advertising space cannot be regulated by press association resolutions, but, like other commodities, the price is a matter in fixing between the two contractors to the bargain.

It is curious sometimes to observe the circumstances which influence the selling price. The publisher of a Michigan weekly accepted a small tobacco advertisement to run one year for \$5. Shortly afterwards another advertisement occupying exactly the same space was sent on the same terms. The publisher, however, refused the order, demanding twice the sum he had accepted a short time before. When his attention was called to the inconsistency of these actions, he replied as follows:

The reason we ask you \$10 per year for your last advertisement and run the other for \$5 is because when we took the first one we were in need of advertisements, while now we have all we care for.

Another curious case has come to light recently in connection with an order sent the publisher of a Connecticut weekly for an electrotyped advertisement, space of 2½ inches. By previous agreement the paper had declared itself willing to accept small miscellaneous advertisements, set in type and changeable monthly, at the uniform price of 67 cents an inch per month. On this basis the electrotyped advertisement, for the time it was to run, would cost \$10.05, which was the price offered the publisher. His reply was as follows:

We do not include this advertisement in the miscellaneous business, as it runs a longer time (six months), and \$15 net is low enough for it.

Reply to this was made in the following manner:

To save further correspondence we erase your paper from the ——— order; but does it not seem strange that while you accept short advertisements set in type and changed monthly, at 67 cents an inch, you should refuse an electrotyped advertisement in which

there is no composition, and which is to run six months without any trouble at all, at the same rate?

The peculiarities of publishers' schedules was revealed in an order lately sent to the *Press* and *Times*, of Troy. The advertiser desired to make a two weeks' test of these papers, and if he found it effective to extend the insertion to one month. In figuring up the cost of these insertions it was found that the schedule rates for the two periods were as follows:

	TWO WEEKS.	ONE MONTH.
Press.....	\$27.30	\$24.00
Times.....	23.45	20.60

In other words, both of these papers charged about \$3 more for advertising to run two weeks than for double that time. It may be added that the reason for this discrepancy was that the two weeks' price was figured at the daily rate, while the monthly rate was governed by the discount for long-time advertising.

Publishers frequently lay great emphasis upon their strict adherence to rates, and in almost the same breath offer to make special terms. An amusing instance of this kind suggests itself in the case of a weekly paper which circulates not less than 25,000. Said the publisher:

Since I took charge of this paper I have never varied one penny from our schedule price for advertising, and not only that, I never will! I have but one price, and every advertiser must pay that price or he can't get into my columns. Now understand, I mean just what I say—so don't make us any offers under price, for they will go in the waste-paper basket. My paper is a one-price paper all the time, and every time, and don't you forget it. Now this advertisement of yours, after allowing the largest discount we give on a yearly order, figures twelve cents an agate line each insertion, but I will make you a special rate of eight cents a line.


A LETTER THAT PLEASED THE EDITOR.

From the *Waynesburg* (Pa.) *Messenger*.

Now and then we see articles on "How to Write to a Newspaper," and we give the following, received on Saturday evening last, from our old friend, Charles A. Lucas, of Freedom, Owens County, Indiana, which we recommend as a perfect model for newspaper writers, who should never omit the first clause under any pretense:


"Mr. J. Pauley.—Dear Sir—Inclosed find three dollars, which I wish placed to my subscription to the old *Messenger*. Politically we are all happy out here. Our roosters are all tearing their durned throats, each trying to crow the loudest. We have had an unfavorable season for everything but grass, which is a heavy crop; corn is almost a failure on upland; potatoes half crop, and oats the same. Apples scarce, as were also plums and grapes. Black and raspberries a heavy crop. Health of the country good.

C. A. LUCAS."

 The age of a newspaper indicates to a very great extent its value as an advertising medium.

THE AVERAGE AGE OF THE PAPERS OF KELLOGG'S LISTS IS AS FOLLOWS :

CHICAGO LIST, AVERAGE EXCEEDING 14 YEARS			
ST. LOUIS LIST, “	“	11 1/2	“
CLEVELAND LIST, “	“	12	“
KANSAS CITY LIST, “	“	8	“
CINCINNATI LIST, “	“	13	“
MEMPHIS LIST, “	“	10	“
ST. PAUL LIST, “	“	11	“

 The average age of all seven Lists (comprising 1802 papers) is over 11 years, evidence sufficient that they are generally *well-established newspapers*.

A. N. Kellogg Newspaper Company,
Chicago, Ill. New York.

BEATTY'S ORGANS \$35. Pianos \$130
For catalogue,
address Hon. D. F. BEATTY, Washington, N. J.

\$1.00 Portraits—Made to order from
Photos. Cheapest newspaper cuts
made. Send for proofs. CENTRAL
PRESS ASSOCIATION, Columbus, O.

"I Write Ads's" for general
advertisers. Pamphlets,
Circulars, Letters. "Rates reasonably high."
Trade-marks, names, etc., designed. **Com-
missioner for Advertisers: "I place ads's."**
GEO. W. ELLIOTT, Rochester, N. Y.

Teele, A. L., Room 62 Tribune
Building.
NEW YORK CITY.
Writes & Designs **Advertising**
Effective

Books New Issues every
week. Catalogue,
96 pages, free. Not
sold by Dealers;
prices too low.

Buy of the Publisher,
John B. Alden, 898 Pearl Street,
New York.

Dodd's Advertising Agency Boston.
265 Washington Street.
Send for Estimate.
RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

AN ECC-
Sample of a well displayed ad-
vertisement is one that will catch the
eye, excite interest and BE READ.
Does this do it? I design, plan and
place advertising.
A. L. POPE Advertising Agent,
ST. LOUIS, MO.
REFERENCE:
AMERICAN BANK.

AUSTRALIAN. Before fixing up your
advertising, we should like you to write to us for
an estimate. We guarantee to save you money,
for, being on the spot, we can do advertising
cheaper than any other firm at a distance. All
papers are filed at our bureau, and every ap-
pearance is checked by a system unparalleled for ac-
curacy. On application we will prepare any
scheme of advertising desired, and by return
mail will send our estimate. We desire it to be
understood that we are the Leading Advertising
Firm in the Southern Hemisphere. Established
over a quarter of a century. F. T. WIMBLE &
CO., 369 to 373 George St., Sydney, Australia.

The Art of Printing:

**ITS MACHINES, METHODS, MATERIALS,
APPLIANCES AND PRODUCTS.**
THE PATENTS relating thereto granted by
the United States up to 1900.

AN ANALYTICAL DIGEST-INDEX of their
subject-matter, and an Alphabetical List of
Patentees and their Patents. By L. M. E.
COOKE, Principal Examiner in the U. S.
Patent Office of the Classes of "Printing"
and "Paper Manufactures."

Will be an 8vo volume of about 500 pages.
The only publication on the subject ever
made. An indispensable handbook for Print-
ers, Inventors, Patentees, Manufacturers,
Lawyers and Solicitors. Particulars by mail,
Address L. M. E. COOKE, Washington, D. C.

SPECIAL Offer to Publishers. U. S. Official
Postal Guide. See page 709.

THE E. B. SHELDON CO.,
MEADOW ST.,
NEW HAVEN, CONN.,

Electrotypers, Printers
and Book Makers.

The very best of work guaranteed
in all departments.

Old Electrotype and Stereotype
METAL PLATES

BOUGHT, also SMALL TYPE, at MARKET
PRICES, for SPOT CASH.

I manufacture the metal for the Mergen-
thaler and Rogers Line Machines, and they
say it is the best.

THOS. WILDES, 246 Water St., N. Y.

THE LEAD PENCILS
THAT MEET THE WANTS OF ALL PENCIL
USERS ARE

**"DIXON'S AMERICAN
GRAPHITE S. M."**

Or other grades of hardness of same make.
If your stationer does not keep them, mention
"PRINTERS' INK," and send 10c. in stamps, to
Joseph Dixon Crucible Company, Jersey City,
N. J., for samples worth double the money.

Active and Intelligent Men,
WHO WOULD LIKE

To Start a Newspaper

IN THEIR OWN LOCALITY,
may combine it with their present occupa-
tion, and do so

Without any Capital.

Address "NEWSPAPER," PRINTERS' INK.
TO PUBLISHERS.

Any publisher of a Newspa-
per who desires to educate his
patrons on the subject of
advertising, with a view of
causing them to become more
liberal advertisers, may sub-
scribe for a limited number
of copies of PRINTERS' INK,
to be sent to designated
names, and may pay for their
subscriptions by inserting an
advertisement of Geo. P.
Rowell & Co's Advertising
Bureau, in full settlement at
his schedule advertising rates,
without discount or commis-
sion. Publishers wishing to
avail themselves of this offer
may address PRINTERS' INK,
No. 10 Spruce St., New
York, stating the number of
subscriptions desired.

THE TEACHER,

A Monthly Journal of Education and Pedagogy,

During 1891, will reach **every person** in the U. S. employed in any department of the work of Education. The circulation is guaranteed to **exceed 50,000 copies** each issue, and THE TEACHER is the most highly accredited journal in its field.

RATES:

Per line, nonp., each insertion..\$.40
" inch (12 lines).....	4.50
" column (10 inches).....	40.00
" page (3 cols).....	120.00

DISCOUNTS

on continuous insertion: 3 months, 10 per cent.; 6 months, 15 per cent.; one year (10 months), 25 per cent.

Publication Day, the 15th.

Copy is not usually received after the 5th, but for January we shall hold forms till the 9th. Address—

THE TEACHER,

3 East 14th St., N. Y.

F.—

FORCEFUL FACTS,

plainly told, seldom fail to hit the mark. Truth in an advertisement will always

FIND FAVOR

while falsehood falls flat. If you write your own "ads" and wish to

FORM FRIENDS

remember the above advice. If you haven't time to write your "ads," or wish something decidedly new, perhaps we can

FRAME FUTURE

successes for you by a novelty in the line of truth. We have suggestions in cuts, typographical arrangements and unique matter, calculated to help make

FORTUNES

for those who try them. Our first printed matter was exhausted. We now have a new edition. Write to

O. J. GUDE & CO.,

GENERAL ADVERTISERS,

113 Sixth Ave., New York City.

JOHN S. GREY,
Literary Department.

The American Art Printer.

DEVOTED TO THE

TYPOGRAPHIC ART

AND

KINDRED INDUSTRIES.

Art and Colored Supplements in each number.

Technical Lessons

for Compositors
and Pressmen.

Subscription Price, . . . \$3.00 per Year.
Single Copies, . . . 25 Cents.

PUBLISHED MONTHLY BY

C. E. BARTHOLOMEW,

22 COLLEGE PLACE,

NEW YORK.

Agents Wanted in every town.

Slate Stone IMPOSING SLABS.

POSSESS GREATER STRENGTH
and a SMOOTHER SURFACE
than marble. Cost less.

Admittedly THE BEST upon the market.
Inquire further.

Also,

The most extensive producers of

Slate Mantels

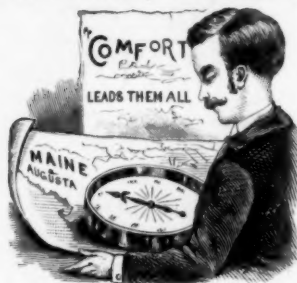
in this country.

A very great variety of styles. Reproduction of fifty marbles and woods. Sold in every quarter of the U. S., and in many foreign lands.
Inquire further.

Fair Haven Marble and Mar-
bleized Slate Co.,

FAIR HAVEN, VERMONT.

A Satisfactory Consultation



If you are curious to know where the monthlies with largest circulations abound, the needle of the mariner's compass will invariably POINT TO MAINE, and foremost among these stands "COMFORT." Its attraction is a half million solid circulation among bright, happy, live people who largely use the U. S. mails to transact business. Any one wishing to cover the country should secure space in "COMFORT," at the agencies or of THE GANNETT & MORSE CONCERN, Augusta, Me.

The Largest Order for Advertising IN MONTHLY PERIODICALS

Ever Given in the World by a Single
Advertiser to a Single Publisher!

ALLEN'S LISTS

receive an order for advertising amounting to
**TWENTY-ONE THOUSAND
SIX HUNDRED DOLLARS!**

No other publisher will receive this line of advertising, because, as the advertiser states: "There exist no other mediums good enough and strong enough to carry it."

Honest count wins! Results to advertisers win! High quality of circulation wins! All-round merit wins! ALLEN'S LISTS have been and are paying their patrons better than any other general advertising mediums in America.

That is the reason why they are receiving the LARGEST patronage of any General Advertising Mediums in America.

OFFICE OF R. W. SEARS,
MINNEAPOLIS, MINN., July 29th, 1890.
E. C. ALLEN, Esq., Augusta, Maine.

Dear Sir—I have this day made a contract with Charles H. Fuller's Advertising Agency for five thousand lines in the advertising columns of Allen's Lists, to be used in twelve issues of same, commencing September, 1890.

I have, as you know, advertised to a considerable extent for years, using all the best advertising mediums. I have had phenomenal returns from Allen's Lists. According to their cost they have not only paid me better, but immensely better, than any other mediums, and it is for this reason that I am now able to patronize them so extensively. This heavy amount of advertising of five thousand lines in twelve issues will be given to no other publisher and will appear in no other mediums, for the reason that my experience has demonstrated that there exist no other mediums good enough and strong enough to carry it.

Very truly yours, R. W. SEARS.

ST. LOUIS

Journal of Agriculture

Sworn weekly issue to paid subscribers

41,000 Copies!

You buy ten hundred feet of lumber and are careful to see that you get 1,000 feet when it is delivered; you "watch out" that you actually receive 20 hundred weight for the ton you are asked to pay for in other stock, and are sure you have 144 glass bottles for the gross for which you have paid your good money. Is there any reason why you should not know the real amount of newspaper circulation delivered when you place an order for advertising?

No publication is more thoroughly read than the JOURNAL OF AGRICULTURE and not one stands higher among the desirable class whose interests it has so strongly advocated for a quarter of a century.

We furnish absolute proof of 41,000 copies to paid subscribers weekly, or we require no pay.

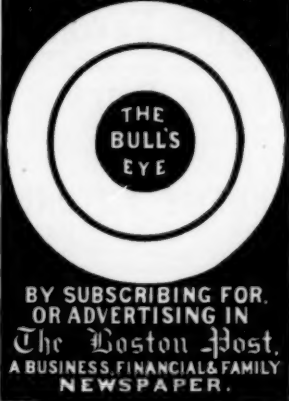
Advertising Rates very low.

Address the Agencies or

Journal of Agriculture,

ST. LOUIS, MO.

IF YOU AIM TO GET
THE BEST
YOU WILL HIT



The Linotype.

TO PUBLISHERS AND OTHERS.

All known Linotype Machines (including the "Rogers Typograph"), and the product therefrom are covered by Letters Patent Nos. 362,987; 313,224; 317,828; 345,525; 436,531; 436,532, and other patents controlled by the undersigned company.

The public is cautioned that the use of any machine which casts, as a substitute for movable type, linotypes or type bars, each bearing the characters to print an entire line, unless purchased from this company, will render the user liable to suit for infringement. For further information, address

THE MERGENTHALER PRINTING CO.,

154 Nassau St., New York City.

\$1.00 "Insurance Policy" Ink

MANUFACTURED BY

FRED'K H. LEVEY & CO.,

PRINTING INK MAKERS,

No. 59 BEEKMAN STREET, NEW YORK.

This Ink is intended for such classes of mercantile work as Insurance Policies, Book Headings, &c., where **hard paper** is used, and a **quick drying** Ink is necessary. It does not dry on the rollers or skin in the fountain.

"For the above class of work this ink pleases me better than any I have ever used."

E. D. SLATER,
153 and 155 Fulton Street, N. Y."

"Your 'INSURANCE POLICY INK' is the best I have ever used for headings of books to be bound in a hurry. Yours, &c.,"

A. V. HAIGHT, Poughkeepsie, N. Y."

In order to give every Printer in the United States an opportunity to test this Ink, we make the following offer: On receipt of One Dollar we will send one pound, expressage prepaid, to any part of the United States.



Printer's Cases —AND— Wood Type.

HEBER WELLS

(Successor to VANDERBURGH, WELLS & CO.),

8 Spruce Street, - - - New York.

.....

Imposing Tables, Cabinets and Stands, Galleys,
Brass Rules, Leads, Chases, Composing
Sticks.

Catalogues of Products and Specimen Sheets of
Wood Type sent on application. Also
Pattern Letters for Machinists.

HEADS WIN TAILS LOSE

As it Heads the List

of Family Weeklies with 130,000 Subscribers
and *is never at the Tail end* in results.

The National Tribune,
OF WASHINGTON, D. C.,

hopes to Win your business in 1891, by its
paying qualities, and never Lose it afterwards.

We Want
A Prize Advertisement
To Sell Seeds
AND WILL PAY \$50 FOR IT.

We have good Seeds—

There are none better—and we have always told the truth about them, with the result that we annually supply many thousands of planters, direct through the mails. But while no one can sell better seeds than we do, doubtless there are those who can write more “telling” advertisements about our seeds than we can ourselves. Acting upon Messrs. Geo. P. Rowell & Co's suggestion, on page 670 of **PRINTERS' INK**, we have therefore decided to offer

A Prize of \$50.00 Cash

for “the best advertisement calculated to bring business to us.” No advertisement to be larger than 5½ inches, D. C., and all copies in competition to be received by February 1st. The advertisements can either be plain or illustrated, and our **FARM ANNUAL** for 1891, describing our business, will be mailed on January 1st to all competitors who request it. We will also send, if desired, proofs of advertisements prepared by ourselves for present use. These may seem “crude” to some professional writers, but will give every facility toward the preparation of better. We will pay the \$50.00 on or before Feb. 10th, 1891, and should there be a second advertisement also of special merit we will gladly pay an additional prize of \$25.00.

We reserve the right to keep for our exclusive use any other advertisements sent in competition, which may appear attractive, upon the payment of \$5.00 (five dollars) for each advertisement so retained by us. In the matter of illustrations the competitor can clip any cut from our Catalogue or design a new subject. The widest latitude will be allowed; the awards will be entirely impartial, and, as far as possible, unprejudiced by old ideas. In deciding upon the awards economy of space will be taken into consideration; the first and second prize winners will be announced in **PRINTERS' INK**.

W. ATLEE BURPEE & CO.,
SEED GROWERS, PHILADELPHIA, PA.

Santa Claus

Is in command this week. We suppose he has given to you already orders to make glad the hearts of those around you according to your circumstances.

That duty done, now be good to yourself and remember that you can add to your prosperity, if you have anything that appeals to well-to-do householders, by advertising in

These papers:

They are all Home Journals of the best character. They have the confidence of their readers, gained through years of usefulness and good work. They can put your advertisement every week in over 260,000 homes.

Sunday School Times,
PHILADELPHIA.
Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger.
Episcopal Recorder.
Christian Instructor.
Christian Statesman.
Christian Recorder.
Lutheran.

BALTIMORE.
Baltimore Baptist.
Episcopal Methodist.

Write to us for full information.

The
Religious Press
Association.

One
Price
Advertising
—:—
Without Duplication
of Circulation
HOME 14 BEST
JOURNALS WEEKLIES
Every Week
Over 260,000 Copies
—:—
Religious Press
Association
Phila

Chestnut & Tenth Sts.,
PHILADELPHIA, PA.
(Mutual Life Building.)

5000 NEW POST OFFICES

HAVE BEEN CREATED, AND

15000 NEW POSTMASTERS

appointed, since the last issue (January, 1890,) of the

UNITED STATES POSTAL GUIDE.

and from present indications, the figures for 1891 will greatly exceed the above. What a fine field for new business?

The January, (1891) issue will consist of 100,000 copies, of which number the United States Government takes 80,000. This will be the

LAST ISSUE OF THE POSTAL GUIDE

containing advertisements, as the Postmaster-General has decided to exclude same in the future.

It is well-known that Postmasters make the best agents for publishers, and there is no better or cheaper way of securing their attention than through the Official Organ of the Postoffice Department.

THE TIME IS SHORT,

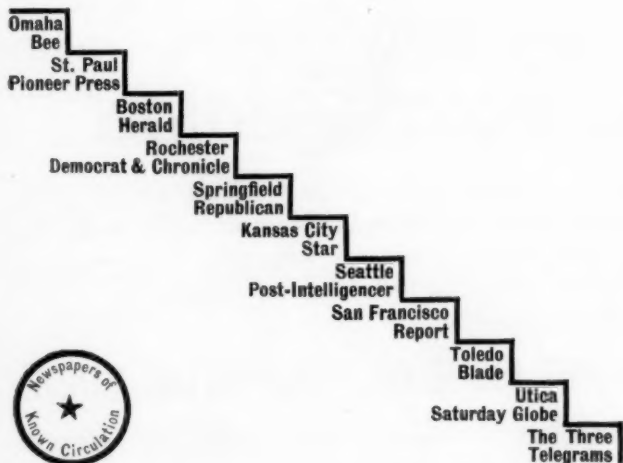
as the January Guide is now being printed and publishers desiring space must write *at once*. We have a *special offer to make to publishers only*, and which will be sent upon application to

SADLER PUBLISHING CO.,

PUBLISHERS OF U. S. OFFICIAL POSTAL GUIDE,

BALTIMORE, MD.

Steps to Success.



The shrewd advertiser mounts to success upon the stairway of known circulation, wide influence and solid merit.

A. FRANK RICHARDSON,

Special Agent,

13, 14 & 15 Tribune Building,
NEW YORK.

317 Chamber of Commerce,
CHICAGO.

To Publishers and Printers:



The Plainfield Evening News'

Schedule of Advertising Rates, considered a model, very profitable to the publisher and pleasing to the advertiser, together with thirty-four other tabulated schedules for comparison, also valuable hints. Sent to any address on receipt of \$1. Three years ago the demand made a special edition necessary. This second edition has been revised to date. That the first edition justified all that was claimed may be judged by the following from among hundreds of a similar character which we have not room for on this page:

ROME SENTINEL.

Daily and Weekly.

Rome, N. Y., Sept. 31, 1887.

Mr. T. W. MORRISON, Plainfield, N. J.:

Dear Sir—We have your card in reference to "Wrinkles Worth Knowing" and inclose herewith New York draft to your order, for \$2.50 for the three "Wrinkles." We were quite well pleased with your "Ann O. Domini," for which we paid you \$5 last year. Are you getting out anything new for next year? Yours truly,

BEERS & KESSINGER.

BURLINGTON HAWK-EYE.

Burlington, Iowa, Sept. 23, 1887.

T. W. MORRISON, Plainfield, N. J.:

Dear Sir—These "Wrinkles" are each undoubtedly well worth a big round dollar. Yours truly,

W. B. SOUTHWELL,
Business Manager.

SHERMAN CO. DEMOCRAT, EUSTIS, Kansas, Nov. 11, 1887.

MR. T. W. MORRISON—Dear Sir: I have received your Wrinkles and am well satisfied with them. With complete confidence, I am, yours sincerely,

FRANK PARKS.

Good Local Illustrations help to build up a newspaper. Valuable pointers on how to make them, being a most effective and economical method I have used for years, and adapted to large or small towns, sent to any address on receipt of \$1.

Good Printing Ink properly handled, is cheapest in the long run. About the itself. A formula which we have, and which is used in one of the largest concerns in the country, noted for its fine work, to reduce and soften ink according to the character of the work, and which is of only nominal cost, will be sent to any address on receipt of \$1.

Color Printing to pay must be done with good judgment. It is a simple matter to put colors over bronze. Bronzing over colors is not so simple. We have a compound of our own whereby bronzing may be done over colors, stopping off any color desired, without the delay of waiting for colors to dry, and giving exceedingly rich and beautiful shading effects at a comparatively trifling cost. Invaluable. \$1 per package.

Flexible Pads. Formula for composition which requires no heating or melting; is always ready for use, always flexible; allows sheets to be torn off without leaving ragged edge. Sent on receipt of \$1.

Photo-Engraving. (Half-Tone). 12 methods. Among them one for which a New York illustrated newspaper concern has been paying one who made a secret of the matter \$30 per week for using it, yet which any one with requisite skill may use. Minute directions thoroughly tested by us. Description of the twelve methods sent for \$1 each. All these would, with the others above, ordered separately, make \$17. Send \$5 and you will receive them all.

A sample of the half-tone, made by us, selected at random, appears on this page.

Address
Lock Box 1.
Long Distance Telephone No. 42.

T. W. MORRISON,
Plainfield, N. J.

This offer holds good for ten days from the date of this issue only. The edition to be printed will not exceed the orders received by the date named, as information of such value is not advisable to leave around loose. The orders will be filled within about a week after being received.

Our Country Home, NEW YORK,

HAS A PAID-IN-ADVANCE SUBSCRIPTION LIST OF

MORE THAN 100,000.

We prove our circulation by affidavits, or by postage receipts. We will accept good business, either direct or through any responsible advertising agency, subject to proof of above circulation, or make no charge.

Our Country Home

Is published monthly, and is to-day recognized as one of the

Leading Rural Home Journals of America.

*Each Number consists of Sixteen to Twenty-four Pages,
handsomely illustrated and well printed.*

ADVERTISING RATES.

Ordinary Advertisements **60 Cents per Agate Line.**

DISCOUNTS.

3 Months	5 per cent.
6 Months	10 per cent.
12 Months	15 per cent.

SEND COPY and ORDER AT ONCE FOR NEXT ISSUE.

OUR COUNTRY HOME PUBLISHING CO.,
88 Fulton St., New York.

TROY PRESS

TROY, N. Y.

An Instructive Comparison:

1888.

*Smallest Circulation of
any Daily in Troy.
Smallest Advertising Patronage.*

1890.

*Largest Circulation of
any Daily in Troy.
Largest Advertising Patronage.*

Largest and in fact ONLY 8-PAGE Daily in Troy

HENRY O'R. TUCKER bought **The Press** two years ago, and the extraordinary growth of what is now the most valuable and vigorous newspaper plant in this section of country is entirely without precedent or parallel in the history of inland journalism. He has labored as indefatigably to give **The Press** character as circulation, and accomplished his aim of making it a great Family Journal. While covering, in condensed and graphic form, all the news of the day, every issue is arranged with the view of including something of interest and importance to each member of the household. No matter of an objectionable nature is admitted in any circumstances. The columns are uniformly clean, bright and inviting.

Business men know that an advertisement in such a high-toned home journal is worth three times as much as in a flash or low-grade daily of even equal circulation. The tributes constantly received from readers and advertisers alike justify the great expense involved in the evolution of the enterprise.

Sample copies cheerfully mailed upon application.

FILES OF THIS PAPER

MAY BE SEEN AT

GEO. P. ROWELL & CO'S

Newspaper Advertising Bureau

10 Spruce St. N.Y.

AMERICAN MACH. CO. NEW YORK

Heavy cards, similar to the above but larger and suitable for hanging in a newspaper office, will be furnished, postage paid, to any publisher who will apply for them.

GEO. P. ROWELL & Co., 10 Spruce St., New York.

WILSON'S INK

The President of the State Publishers' Union of New Jersey relates his experience and expresses his opinion.



OFFICE OF
THE PLAINFIELD EVENING NEWS,
T. W. MORRISON,

EDITOR AND PROPRIETOR,
The Official City, County and State Paper.

PLAINFIELD, N. J., Dec. 9, 1890.

WILSON PRINTING INK CO. (Limited),
No. 140 William St., New York.

Gentlemen: Some six months ago I was tempted by your advertisement in PRINTERS' INK to try your ink. I wanted ink of good quality at a lower price than I had been paying elsewhere. I had tried several others, but could not get suited. For one cent less a pound I got a poorer quality out of all proportion. Well, I have been using your ink ever since my first order and am delighted with it. It costs me 8 cents per lb. The other ink cost me 25 per cent more, or 10 cents, but your ink lasts me twice as long—a gain in this respect alone of 100 per cent. In other words, I get 150 per cent more benefit. Any one who would ask more would not be satisfied with the earth and a chrome thrown in. Send me another 100 lb. keg.

Very respectfully,

T. W. MORRISON.

W. D. WILSON PRINTING INK CO., L't'd,
140 William St., New York.

Before an Increased Price is Adopted.

[Extract from a Contract received from A. N.
Kellogg Newspaper Company.]

NEW YORK, Nov. 25th, 1890.

GEO. P. ROWELL & CO.:

When the price of PRINTERS' INK was \$10.00 per page we seriously contemplated using it; we continued thus in contemplation while the price for the page we wanted advanced from \$10.00 to \$15.00, thence to \$25.00, and again to \$50.00, and now that it has gone to **\$75.00 per week** we have decided to take it for 52 weeks, and tho' we are obliged to pay you nearly **eight times** as much as you formerly charged for the page 52 times, we give the order cheerfully.

The issue of PRINTERS' INK for January 7 will be **59,000** copies. Every advertiser named in the American Advertiser Reporter year book will receive a copy.

If it will pay N. W. Ayer & Son, A. F. Richardson, S. C. Beckwith, the Kellogg Newspaper Co., The Religious Press Association and the New York Newspaper Union to expend \$20,650 for advertisements in PRINTERS' INK for the year 1891, will it not pay you to spend \$650 for the same purpose? These men know what they are paying their money for and are careful to get their money's worth.

One quarter page is inserted one year for \$650.

A 2-line Special Notice can appear in every issue for an entire year for \$26.

An 8-line Special Notice can appear in every issue for \$104.

One-quarter page advertisement can appear once a month for an entire year for \$150; or every other week for \$325.

Advertisements can be changed every week without additional cost.

The amount of advertising patronage with which PRINTERS' INK is likely to be favored for the coming year seems to warrant putting into effect a plan—already in contemplation—that will double its circulation within sixty days. We now think seriously of guaranteeing an average issue of 40,000 copies for the year 1891.

Four special page positions have now been sold for 1891, but we still have the page next to the last, facing the page of jokes that has heretofore appeared on the outside page. We have also sometimes inserted two displayed advertisements facing each other, following "Special Notices," thus bringing them next before the editorial page. We decide to offer these at \$3,900 for the year, provided we have customers for both.

If the plans for immediately doubling the circulation of PRINTERS' INK are decided upon and carried out, it is probable that it will be necessary to increase the advertising rates in about the same proportion.

Those persons who contract now for the year 1891 can do so at current rates. This is liable to prove a material advantage.

Address all communications to

GEO. P. ROWELL & CO.,

Publishers of PRINTERS' INK,

10 Spruce St., New York.

TO send a postal card to 20,000 people will cost \$200 for the cards, \$25 for writing the addresses and \$25 for printing. **PRINTERS' INK**—a journal for advertisers—goes weekly to over 20,000 persons interested in advertising, and will insert a quarter-page advertisement (size of a postal card) for \$12.50 a week.



PRINTERS' INK is read carefully. Printed postal cards usually go into the waste-basket without reading.

For \$12.50 **PRINTERS' INK** will do work that will cost \$250 to do yourself. For \$650 you can address 20,000 people interested in advertising once a week for a year.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. 1. NUMBER 1. NEW YORK, NOVEMBER 13, 1890.

Vol. III. NEW YORK, NOVEMBER 13, 1890. No. 11.

Looking Backward

Many a firm that never gave such an expenditure serious thought a few years ago, now relies on Newspaper Advertising appropriation as one of its most necessary (and most profitable) outlays.

Is there a hint
here for you?

Looking Forward

Many a firm that now says "there is nothing in Newspaper Advertising for us," will find within the next few years that there has been much in it for others in the same line.

Is not now your
opportunity?

Our experience and advice are available to consulting
advertisers without charge.

H. W. AYER & SON,
Newspaper Advertising Agents,
NEW YORK.

PRINTERS' INK solicits the careful consideration of these facts by publishers who wish to secure the attention and patronage of advertisers.

Address

GEO. P. ROWELL & Co.,
Publishers of **PRINTERS' INK**,
No. 10 Spruce Street,
NEW YORK.

Miscellanies.

A MILITARY REVERSE.

A distinguished old one-legged Colonel
Once started to edit a jolonel,
But soon in disgust

He gave up—he was "bust"—
"For," said he, "the expense is infolonel."
—*New York Sun.*

The humorist who goes around peddling a joke knows what it is to carry a joke too far.—*St. Joseph News.*

"What's that! You write poetry!"

"Yes," admitted the proof-reader; "you see so much that comes to me in such a bad shape that I have to right it."—*West Shore.*

Editor—Newpen will soon get over such extravagance as this.

Assistant—What has he been doing?

Editor—He has actually crowded three puns into one joke.—*Grip.*

A Useful Man.—Editor Great Daily:

I want a good, strong editorial on the tariff for to-morrow. I think you can write it.

New Man.—(promptly)—Yes, sir. Which side?—*Life.*

He Was Enrolled.—City editor (to reportorial aspirant): Are you a short-hand man?

Aspirant—No; but I have a long cheek. (And he was added to the staff forthwith.)—*Puck.*

"I know," said the reporter as he was writing out an item for the paper—"I know this is only a rumor, but I expect to get money for it."

"Then," said his friend, "that's one of the rumors that gain currency."—*Cape Cod Item.*

"Which side do you lie on?" asked the physician in attendance on an editor who was very ill.

"Neither," replied the editor, rallying at once; "my paper is published on strict up-right principles."—*Washington Post.*

Business Must Be Attended To.—

Visitor (in office of Kentucky paper): I see you have hung out a sign: "This is My Busy Day." Are you really busier to-day than usual?

Editor—Yes, sah, I am. A subscriber has just sent in a large jug from his own distillery, sah.—*Light.*

Young Clergyman—We shouldn't prepare sermons.

Old Ditto—Why not?

Young Clergyman—The Bible says that the Lord will put words into our mouths.

Old Ditto—I guess you are right. And if the Lord doesn't put the words in our mouths some bright reporter will.—*N. Y. Herald.*

More Laws Wanted.—Great Statesman: You don't mean to say you are still investing in the Louisiana Lottery? Impossible! There is a law against their advertisements—a law against carrying their letters in the mails, and the express companies won't transport their packages. How do you manage?

Bad Man—I pay my money to an agent, and once a month he carries the cash to New Orleans in a grip sack.

Great Statesman—Humph! We must have a law forbidding the manufacture and sale of grip sacks.—*New York Weekly.*

Santa Claus soap is advertised now. Soap ought to be good for anybody's Claus.—*Texas Siftings.*

Somebody bewails the fact that there are no dukes in America. It is evident that he never reported a prize fight.—*St. Joseph News.*

Anti-Poverty.—"I tell you the poor have no chance."

"That's particularly true in regard to poetry. I know some editors who reject poems for no other reason than that they are poor."—*Albany Chips.*

He Was An Old Subscriber.—Editor: Mr. Hunker, you have been taking my paper less than a year, and yet you sign yourself "Old Subscriber" in this communication.

Hunker—Young man, I am 68 years of age.—*Albany Chips.*

Behind With His Rent.—Editor (to poet): What is your address?

Poet—That depends on you.

Editor—How so?

Poet—If you take this poem my address will remain 4894 East 942d street; if you don't take it, I won't have any address.—*Life.*

A correspondent notices that the majority of literary ladies seem to affect certain colors for their gowns. It is also thought that they mostly work in brown studies, and prefer their books to be read. A superstition likewise exists that they affect blue stockings.—*St. Joseph News.*

Professor—Who was Sidonius?

Student—There were several of that name. Professor—I mean the writer of history and of elegies.

Student—Oh, that was Sidonius Apollinaris. His second name was conferred upon him because he was a poet of the first water.—*Puck.*

A New York editor who wrote an obituary notice of a man of some celebrity said, "He began life as a legal practitioner, but was diverted from it by a love of letters." He did not see the printer's proof, and was confronted the next morning with this—"He began life as a legal politician, but he was diverted from it by a love of bitters."—*Democrat and Argus.*

Landlord Hooks (of the Tanner House)—Can you refer me to a work from which I can learn how the ancients constructed those catapults that would throw stones half a mile?

Friend—Don't believe I can. Why do you want such information?

Hooks—Well, you see, I've advertised that the Tanner House is within a stone's throw of the depot, and now I have got to rig up some plan for throwing that stone. I am entreprising, but I am not a liar.—*Munsey's Weekly.*

Between Two Fires.—Editor: That performance at the opera house Monday night was the worst fraud I ever witnessed, yet I see your article puffs it up to the skies.

Dramatic Critic—I had to. The company will be here all the week, and the manager said if I printed a word against them he'd come around with a gun.

Editor—I see. Well, it's always wise to keep on the safe side.

Office Boy (rushing in)—Big mob at the door going to shoot the dramatic critic.

Critic (weakly)—I-I never thought of that. They must be the audience.—*Brooklyn Life.*

An Opportunity

for newspaper publishers to
present the merits of their
newspapers as advertising
mediums to

59,000
Advertisers!

A sample copy of PRINTERS'
INK, issue of January 7th,
will be sent to every name
in the American Advertiser
Reporter year book. Adver-
tisements will be accepted at

25 Cents a Line

or \$50 a page, and must be
received before Dec. 30. The
edition will exceed 59,000
copies.

GEO. P. ROWELL & Co.,
Publishers of PRINTERS' INK,
10 Spruce St., N. Y.

I Admit that a Prejudice Exists

against Trade Journals. I propose to remove it, in one case at least. That the prejudice is generally well founded I do not attempt to deny, but I am determined that my Trade paper shall be classed as an exception.

An advertising medium should be measured in the following way : Circulation, and proof of it. Price, and the comparison of it. Influence, and the result of it. Too many purchasers of advertising investigate only one or two of these points.

CIRCULATION AND PROOF !

THE NATIONAL GROCER issues 15,000 copies per week ; in order to do this promptly, it is printed from stereotype plates on a webb perfecting press ; for proof of this we will always show post-office receipts, and can refer to almost any newspaper directory in the country.

PRICE AND COMPARISON !

Our annual rate figures out $\frac{1}{2}$ of a cent per line for each thousand of circulation. The price is lower than that of good country weeklies, or of auxiliary sheets. Shrewd advertisers would jump at it, in a direction where the paper went to farmers only ! My paper goes to dealers, who live better than farmers and buy more goods for their families than farmers do, besides purchasing all the supplies for the farming neighborhoods. Forty-five millions of our people live in the country, fifteen millions in the cities, and the great bulk of our national trade in all commodities is carried on through the 150,000 country stores of the United States.

INFLUENCE AND THE RESULT !

We have the attention of our readers, we have served them for sixteen years ; our paper has been a campaign document, constantly fighting for their rights ; it has lived an aggressive and independent life ; the enthusiastic letters from its subscribers prove this, and the results obtained by its advertisers prove it still more clearly.

We will send a pamphlet showing some astonishing results gained by our advertisers, on application.

I HAVE NO ADVERTISEMENT OF HARNESS

or horse-trappings of any kind, yet the grocers of the country, as a class, own more horses than any other class except the farmers. The grocers' census in horse-flesh probably figures up 300,000 head. I have no *Clothing* advertisement, yet my readers are mainly men grocers, clerks, drivers and porters. I have no *Shoe* advertisement—Kennedy's face or Douglas's would grace my columns. Nor is there any *Dry Goods* advertisement in my columns, yet every general store sells dry goods. *Hardware* is not advertised, but all country grocery stores handle it. *Your advertisement is not there !* Do general stores sell your goods? Would their families use them? Send answers to

ARTEMAS WARD,

11 East 14th Street,

NEW YORK.